

St George's – Public Perceptions of CMV

METHODOLOGY NOTE

ComRes interviewed 2,562 GB adults online between 28th and 30th March 2014. Data were weighted to be representative of all women aged 18-44 in GB; women aged 45+ in GB; men aged 18+ in GB by age and region. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 1
Q.1 Which one of the following statements best describes your current situation?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant					
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
I have one or more children and don't plan to have any more	1324 52%	198 33%	534 74%	593 48%	732 56%A	17 6%	101 24% ^C	239 52% ^{CD}	264 59% ^{CDE}	272 71% ^{CDEF}	432 80% ^{CDEFG}	451 6% ^{JL}	319 43%	256 62% ^{iJL}	298 50% ^J	153 49% ⁿ	451 43%	939 52%	385 52%	123 52%
I have one or more children and plan to have more	171 7%	94 16%	-	78 6%	94 7%	34 11% ^{FGH}	81 19% ^{CEFGHI}	49 1% ^{FGH}	7 2% ^{gH}	1 *	1 *	53 7%	51 7%	29 7%	38 6%	31 10%	98 9%	90 5%	81 11% ^O	29 12% ^O
I am/ my partner is currently pregnant	17 1%	9 2%	-	8 1%	9 1%	7 2% ^{FGH}	5 1% ^{FGH}	5 1% ^{FgH}	-	-	-	*	9 1% ^l	1 *	7 1% ^l	3 1%	7 1%	8 *	9 1% ^o	3 1%
I don't have any children now, but hope to have one or more children in the future	406 16%	190 32%	4 1%	213 17%	194 15%	187 60% ^{DEFGH}	158 37% ^{EFGH}	52 11% ^{FGH}	9 2% ^{GH}	-	-	127 16% ^{KI}	163 22% ^{IKL}	45 11%	73 12%	52 17%	214 20%	298 16%	108 15%	32 14%
I don't have any children and don't expect to in the future	643 25%	101 17%	185 26%	356 29% ^B	286 22%	65 21%	79 19%	116 25% ^{Dh}	165 37% ^{CDEGH}	111 29% ^{CDH}	106 20%	175 22%	208 28% ^{IK}	82 20%	178 30% ^{IK}	71 23%	284 27%	484 27% ^{Pq}	159 21%	50 21%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 1
Q.1 Which one of the following statements best describes your current situation?
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
I have one or more children and don't plan to have any more	1324 52%	114 51%J	69 54%J	1142 52%	66 59%gJ	167 57%GJ	127 56%GJ	105 46%J	111 58%GJ	145 59%aGJk	114 35%	185 51%J	121 54%J
I have one or more children and plan to have more	171 7%	11 5%	6 5%	155 7%	9 8%	16 5%	17 8%	13 6%	12 6%	15 6%	36 11%AbEgiK	22 6%	15 6%
I am/ my partner is currently pregnant	17 1%	1 *	1 1%k	15 1%	- -	2 1%	- -	5 2%FJKI	1 1%	5 2%FJKI	* *	- -	1 *
I don't have any children now, but hope to have one or more children in the future	406 16%	34 15%	22 17%e	351 16%	21 18%E	30 10%	27 12%	37 16%e	22 11%	28 12%	84 25%AbEFGHIKl	61 17%Efhi	42 19%Efhi
I don't have any children and don't expect to in the future	643 25%	65 29%DII	30 23%	548 25%	17 15%	78 27%D	55 24%d	69 30%DII	45 24%	52 21%	94 28%DII	91 25%D	48 21%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

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Absolutes/col percents

Table 2

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Summary**Base: All respondents**

	Measures					
	Folic acid supplements	Stopping smoking	Using condoms to guard against infection	Avoiding alcohol	Reducing caffeine intake	Washing your hands more carefully
Unweighted base	2562	2562	2562	2562	2562	2562
Weighted base	2562	2562	2562	2562	2562	2562
NET: Likely	1778 69%	2077 81%	1142 45%	2185 85%	1702 66%	1807 71%
Very likely (4)	1184 46%	1860 73%	693 27%	1694 66%	930 36%	1030 40%
Fairly likely (3)	595 23%	217 8%	449 18%	490 19%	773 30%	776 30%
Fairly unlikely (2)	190 7%	59 2%	481 19%	82 3%	410 16%	337 13%
Very unlikely (1)	109 4%	122 5%	464 18%	81 3%	138 5%	134 5%
NET: Unlikely	299 12%	181 7%	945 37%	164 6%	548 21%	471 18%
Don't know	484 19%	303 12%	475 19%	214 8%	312 12%	284 11%
Mean	3.37	3.69	2.66	3.62	3.11	3.19
Standard deviation	0.86	0.77	1.16	0.72	0.91	0.89
Standard error	0.02	0.02	0.03	0.01	0.02	0.02

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Absolutes/col percents

Table 3

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Folic acid supplements

Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant		
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Likely	1778 69%	497 84%	576 80%	706 57%	1072 82%A	196 63%	310 73% CgH	342 74% CGH	318 71% Ch	257 67%	355 66%	562 70%	519 69%	291 70%	407 69%	245 79% N	710 67%	1204 66%	574 77% O	202 85% O
Very likely (4)	1184 46%	382 65%	420 58%	381 31%	802 61%A	120 39%	212 50% CH	239 52% CGH	215 48% Ch	171 45%	225 42%	370 46%	341 46%	202 49%	270 45%	168 54% N	446 42%	806 44%	378 51% O	145 61% O
Fairly likely (3)	595 23%	115 19%	155 21%	325 26%B	270 21%	76 24%	98 23%	103 22%	103 23%	86 22%	129 24%	191 24%	178 24%	89 22%	137 23%	77 25%	265 25%	398 22%	197 26% O	57 24%
Fairly unlikely (2)	190 7%	29 5%	29 4%	132 11%B	58 4%	29 9%H	37 9%H	32 7%	38 9%H	27 7%	27 5%	70 9% J	36 5%	39 9% J	46 8% J	20 7%	96 9%	139 8% q	51 7%	11 4%
Very unlikely (1)	109 4%	15 3%	24 3%	70 6%B	39 3%	16 5%	14 3%	14 3%	16 4%	21 6% e	28 5%	40 5%	30 4%	14 3%	26 4%	10 3%	41 4%	81 4% Q	28 4%	2 1%
NET: Unlikely	299 12%	44 7%	53 7%	202 16%B	97 7%	45 15%	51 12%	46 10%	54 12%	48 13%	55 10%	109 14% J	65 9%	53 13% J	71 12% j	30 10%	137 13%	220 12% Q	79 11%	13 5%
Don't know	484 19%	51 9%	94 13%	339 27%B	145 11%	69 22% Def	62 15%	73 16%	73 16%	78 20% D	129 24% DEF	135 17%	165 22% lk	69 17%	115 19%	35 11%	206 20% M	396 22% PQ	89 12%	23 10%
Mean	3.37	3.60	3.55	3.12	3.57A	3.25	3.41c	3.46Cgh	3.39c	3.33	3.35	3.33	3.42i	3.39	3.36	3.47N	3.32	3.35	3.41	3.60O
Standard deviation	0.86	0.72	0.76	0.93	0.74	0.91	0.83	0.79	0.84	0.90	0.88	0.89	0.82	0.84	0.86	0.78	0.86	0.88	0.81	0.64
Standard error	0.02	0.02	0.03	0.03	0.02	0.05	0.04	0.04	0.05	0.06	0.05	0.03	0.03	0.05	0.04	0.05	0.03	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Folic acid supplements

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Likely	1778 69%	165 73%G	94 74%G	1520 69%	77 69%	194 66%	152 67%	139 61%	139 73%G	169 69%g	237 72%G	264 74%eGI	148 66%
Very likely	(4) 1184 46%	111 50%l	59 46%	1013 46%	51 45%	131 45%	102 45%	96 42%	86 45%	122 49%l	164 50%L	172 48%l	90 40%
Fairly likely	(3) 595 23%	53 24%	35 27%g	507 23%	27 24%	63 22%	50 22%	43 19%	53 28%gi	48 19%	73 22%	92 26%gi	58 26%
Fairly unlikely	(2) 190 7%	10 4%	7 6%	173 8%a	9 8%	24 8%a	17 8%	28 12%AbHJk	12 6%	19 8%	19 6%	27 8%	18 8%
Very unlikely	(1) 109 4%	9 4%	7 5%k	94 4%	4 4%	13 5%k	7 3%	16 7%fjK	9 5%k	14 6%K	10 3%	8 2%	13 6%K
NET: Unlikely	299 12%	19 8%	14 11%	267 12%	13 12%	37 13%	24 11%	44 19%AbeFHIJK	21 11%	33 13%	29 9%	35 10%	31 14%
Don't know	484 19%	41 18%	20 16%	423 19%	21 19%	62 21%	50 22%	45 20%	31 16%	44 18%	63 19%	60 17%	47 21%
Mean	3.37	3.46GL	3.36	3.37	3.37	3.35	3.41G	3.20	3.35	3.37g	3.47GL	3.43GL	3.26
Standard deviation	0.86	0.81	0.86	0.86	0.84	0.88	0.82	1.00	0.85	0.92	0.79	0.76	0.91
Standard error	0.02	0.06	0.08	0.02	0.09	0.06	0.06	0.07	0.07	0.07	0.05	0.04	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

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Absolutes/col percents

Table 4

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Stopping smoking

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Likely	2077 81%	507 86%	594 82%	977 78%	1101 84%A	252 81%	340 80%	373 81%	366 82%	323 84%h	423 79%	680 84%JL	583 78%	341 83%j	473 80%	255 82%	856 81%	1464 80%	613 83%	192 81%
Very likely	(4) 1860 73%	464 78%	537 74%	859 69%	1001 76%A	229 74%	302 71%	331 72%	325 73%	289 75%	386 72%	621 77%JL	526 70%	304 74%	409 69%	234 75%	754 72%	1326 73%	534 72%	172 72%
Fairly likely	(3) 217 8%	43 7%	57 8%	118 9%	99 8%	23 8%	38 9%	43 9%	41 9%	34 9%	37 7%	59 7%	57 8%	37 9%	64 11%lj	21 7%	102 10%	138 8%	79 11%O	20 9%
Fairly unlikely	(2) 59 2%	11 2%	13 2%	36 3%	24 2%	11 3%g	15 3%Gh	8 2%	13 3%g	4 1%	8 1%	11 1%	18 2%	8 2%	22 4%l	1 *	27 3%M	34 2%	25 3%O	8 4%
Very unlikely	(1) 122 5%	15 3%	34 5%	73 6%B	49 4%	7 2%	23 5%c	21 5%	22 5%	23 6%C	25 5%	39 5%	34 5%	21 5%	28 5%	20 6%	50 5%	89 5%	33 4%	12 5%
NET: Unlikely	181 7%	26 4%	47 6%	108 9%B	73 6%	18 6%	38 9%	29 6%	36 8%	28 7%	33 6%	50 6%	53 7%	29 7%	50 8%	21 7%	77 7%	123 7%	58 8%	20 8%
Don't know	303 12%	59 10%	82 11%	162 13%	141 11%	40 13%	46 11%	58 13%g	44 10%	33 9%	82 15%dFG	76 9%	113 15%IK	43 10%	71 12%	34 11%	121 11%	233 13%P	71 10%	25 11%
Mean	3.69	3.79	3.71	3.62	3.75A	3.75d	3.64	3.70	3.66	3.68	3.72	3.73L	3.69	3.68	3.63	3.70	3.67	3.70	3.66	3.66
Standard deviation	0.77	0.61	0.75	0.84	0.69	0.66	0.82	0.75	0.79	0.80	0.76	0.74	0.77	0.78	0.80	0.81	0.77	0.77	0.77	0.80
Standard error	0.02	0.02	0.03	0.03	0.02	0.04	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.04	0.03	0.05	0.03	0.02	0.03	0.05

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Absolutes/col percents

Table 4

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Stopping smoking

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Likely	2077 81%	190 84%ei	109 86%ei	1778 80%	97 87%ei	226 77%	185 82%	181 79%	150 79%	192 78%	263 80%	297 83%e	186 82%
Very likely	(4) 1860 73%	171 76%e	101 79%cE	1588 72%	79 71%	201 69%	170 75%	161 71%	137 72%	175 71%	236 72%	267 74%	161 71%
Fairly likely	(3) 217 8%	19 8%	8 7%	190 9%	18 16%aBeFgHJK	25 9%	15 7%	20 9%	13 7%	16 7%	27 8%	30 8%	25 11%
Fairly unlikely	(2) 59 2%	3 1%	3 2%	53 2%	2 2%	6 2%	6 3%	9 4%aH	1 1%	6 2%	9 3%	8 2%	6 3%
Very unlikely	(1) 122 5%	7 3%	4 3%	111 5%	4 3%	14 5%	7 3%	11 5%	17 9%AbFjK	19 8%afK	16 5%	12 3%	11 5%
NET: Unlikely	181 7%	10 5%	7 5%	164 7%	6 5%	20 7%	13 6%	20 9%a	19 10%ak	25 10%Ak	25 8%	20 6%	18 8%
Don't know	303 12%	25 11%	11 9%	267 12%	9 8%	47 16%bdI	28 12%	27 12%	22 12%	30 12%	41 12%	42 12%	22 10%
Mean	3.69	3.77hi	3.77	3.68	3.68	3.67	3.76hi	3.65	3.60	3.61	3.68	3.74hi	3.65
Standard deviation	0.77	0.65	0.66	0.79	0.69	0.79	0.68	0.80	0.94	0.90	0.78	0.68	0.79
Standard error	0.02	0.04	0.06	0.02	0.07	0.05	0.05	0.06	0.07	0.06	0.05	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

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Absolutes/col percents

Table 5

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Using condoms to guard against infection

Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant		
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Likely	1142 45%	258 44%	327 45%	557 45%	585 45%	169 55% ^d	199 47% ^{Efg}	182 39%	182 41%	156 41%	254 47% ^{Efg}	355 44%	320 43%	186 45%	280 47%	138 44%	468 44%	737 40%	405 55% ^O	123 52% ^O
Very likely (4)	693 27%	165 28%	230 32%	298 24%	395 30% ^A	104 33% ^{EFG}	117 28% ^E	97 21%	110 25%	89 23%	176 33% ^{EFG}	211 26%	189 25%	109 26%	184 31% ^{ij}	78 25%	262 25%	460 25%	233 31% ^O	75 32% ^O
Fairly likely (3)	449 18%	93 16%	97 13%	258 21% ^B	190 14%	66 21% ^H	82 19% ^h	84 18%	73 16%	66 17%	78 14%	143 18%	131 17%	78 19%	97 16%	60 19%	205 19%	276 15%	172 23% ^O	47 20% ^o
Fairly unlikely (2)	481 19%	120 20%	129 18%	231 19%	250 19%	50 16%	77 18%	94 21%	91 20%	76 20%	93 17%	172 21% ^{ijl}	129 17%	76 18%	103 17%	63 20%	213 20%	350 19%	131 18%	41 17%
Very unlikely (1)	464 18%	132 22%	139 19%	193 15%	271 21% ^A	32 10%	75 18% ^{Ch}	104 23% ^{CdH}	95 21% ^{CH}	85 22% ^{CH}	73 13%	145 18%	131 17%	77 19%	111 19%	66 21% ⁿ	177 17%	351 19% ^P	114 15%	41 17%
NET: Unlikely	945 37%	252 43%	269 37%	424 34%	521 40% ^A	82 26%	153 36% ^{Ch}	198 43% ^{CDH}	186 42% ^{CH}	161 42% ^{CH}	165 31%	317 39% ^{ij}	260 35%	154 37%	214 36%	129 42%	390 37%	701 39% ^P	244 33%	82 34%
Don't know	475 19%	81 14%	127 18%	266 21% ^B	209 16%	58 19%	72 17%	81 18%	77 17%	67 18%	119 22% ^{def}	134 17%	169 23% ^{kl}	73 18%	99 17%	43 14%	196 19% ^m	382 21% ^{PQ}	93 13%	33 14%
Mean	2.66	2.57	2.70	2.67	2.64	2.96 ^{DEFG}	2.68 ^{Efg}	2.46	2.53	2.50	2.85 ^{dEFG}	2.63	2.65	2.64	2.71	2.56	2.65	2.59	2.81 ^O	2.77 ^o
Standard deviation	1.16	1.19	1.21	1.11	1.20	1.06	1.15	1.15	1.17	1.16	1.15	1.14	1.15	1.15	1.18	1.15	1.12	1.17	1.11	1.15
Standard error	0.03	0.04	0.06	0.04	0.03	0.06	0.05	0.06	0.07	0.07	0.06	0.04	0.05	0.06	0.05	0.07	0.04	0.03	0.04	0.08

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 5

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Using condoms to guard against infection

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Likely	1142 45%	83 37%	56 44%	1002 45%A	47 42%	129 44%	97 43%	95 42%	82 43%	100 41%	171 52%AefGHll	182 51%AfGI	98 44%
Very likely	(4) 693 27%	46 20%	37 29%a	610 28%A	32 28%	76 26%	60 26%	61 27%	46 24%	57 23%	105 32%Ahl	116 32%Aehll	57 25%
Fairly likely	(3) 449 18%	37 17%	19 15%	392 18%	15 14%	53 18%	38 17%	34 15%	36 19%	43 17%	66 20%	66 18%	42 18%
Fairly unlikely	(2) 481 19%	55 24%CEiJK	28 22%k	398 18%	30 27%EiJK	48 16%	45 20%	46 20%k	38 20%	43 17%	49 15%	52 15%	47 21%k
Very unlikely	(1) 464 18%	46 21%K	20 16%	398 18%	20 17%	60 20%K	41 18%	45 20%k	38 20%k	56 23%JK	50 15%	49 14%	40 18%
NET: Unlikely	945 37%	101 45%CeJK	48 38%k	796 36%	50 45%JK	108 37%K	86 38%jK	91 40%JK	76 40%jK	98 40%JK	99 30%	102 28%	86 38%jK
Don't know	475 19%	40 18%	23 18%	412 19%	15 13%	56 19%	42 19%	43 19%	33 17%	48 19%	59 18%	76 21%	41 18%
Mean	2.66	2.45	2.70a	2.68A	2.61	2.62	2.63	2.60	2.57	2.51	2.84AefGHll	2.88AdEFGHIL	2.63
Standard deviation	1.16	1.12	1.15	1.16	1.14	1.18	1.16	1.18	1.15	1.18	1.13	1.13	1.13
Standard error	0.03	0.08	0.11	0.03	0.12	0.08	0.09	0.09	0.09	0.09	0.07	0.06	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 6

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Avoiding alcohol

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Likely	2185	549	637	999	1186	270	365	400	386	329	435	709	617	352	506	279	889	1541	644	207
	85%	93%	88%	80%	90%A	87%H	86%H	87%H	87%H	86%h	81%	88%J	82%	85%	85%	90%N	84%	85%	87%	87%
Very likely	(4) 1694	485	504	706	989	236	298	318	291	232	320	527	498	281	389	224	674	1196	498	164
	66%	82%	70%	57%	75%A	76%eFGH	70%GH	69%GH	65%h	60%	59%	65%	66%	68%	66%	72%N	64%	66%	67%	69%
Fairly likely	(3) 490	64	133	293	197	34	67	82	95	97	115	182	119	72	118	55	214	345	146	43
	19%	11%	18%	24%B	15%	11%	16%	18%C	21%CD	25%CDE	21%CD	23%Jk	16%	17%	20%j	18%	20%	19%	20%	18%
Fairly unlikely	(2) 82	10	14	58	24	7	17	11	19	14	14	23	20	16	23	10	42	57	25	10
	3%	2%	2%	5%B	2%	2%	4%	2%	4%	4%	3%	3%	3%	4%	4%	3%	4%	3%	3%	4%
Very unlikely	(1) 81	7	18	57	25	3	17	12	11	18	20	19	28	19	16	7	38	53	29	8
	3%	1%	2%	5%B	2%	1%	4%C	3%	3%	5%C	4%c	2%	4%	5%l	3%	2%	4%	3%	4%	3%
NET: Unlikely	164	17	32	115	49	10	34	23	31	32	34	42	47	35	39	17	80	110	54	18
	6%	3%	4%	9%B	4%	3%	8%Ce	5%	7%c	8%Ce	6%	5%	6%	8%l	7%	5%	8%	6%	7%	7%
Don't know	214	26	54	133	80	30	24	37	29	23	70	55	85	26	48	14	85	169	45	14
	8%	4%	8%	11%B	6%	10%d	6%	8%	7%	6%	13%DEFG	7%	11%IKl	6%	8%	5%	8%M	9%Pq	6%	6%
Mean	3.62	3.81	3.68	3.48	3.74A	3.80DEFGH					3.62	3.64	3.58	3.61	3.68N	3.57	3.63	3.60	3.62	
Standard deviation	0.72	0.51	0.65	0.81	0.59	0.53	0.76	0.67	0.71	0.79	0.75	0.67	0.74	0.79	0.71	0.65	0.75	0.70	0.75	0.73
Standard error	0.01	0.02	0.03	0.03	0.02	0.03	0.03	0.03	0.04	0.04	0.04	0.02	0.03	0.04	0.03	0.04	0.02	0.02	0.03	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 6

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Avoiding alcohol

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Likely	2185 85%	197 88%	108 85%	1879 85%	97 87%	247 84%	194 86%	190 83%	165 86%	204 83%	274 84%	314 87%	194 86%
Very likely	(4) 1694 66%	155 69%	93 73%hk	1446 65%	76 67%	188 64%	153 68%	145 63%	117 61%	163 66%	228 69%h	229 64%	149 66%
Fairly likely	(3) 490 19%	42 19%	16 12%	433 20%b	22 20%	59 20%bj	42 19%	45 20%	48 25%BU	40 16%	47 14%	85 24%BU	45 20%b
Fairly unlikely	(2) 82 3%	5 2%	7 6%aeh	70 3%	5 5%	6 2%	9 4%	11 5%e	3 2%	8 3%	10 3%	9 3%	8 3%
Very unlikely	(1) 81 3%	3 2%	2 2%	76 3%	2 2%	11 4%	3 1%	7 3%	8 4%	16 6%AbdFK	13 4%	7 2%	7 3%
NET: Unlikely	164 6%	8 4%	10 8%	146 7%	7 6%	17 6%	12 5%	19 8%a	12 6%	24 10%AK	23 7%	17 5%	15 7%
Don't know	214 8%	19 9%	9 7%	185 8%	7 7%	29 10%	19 8%	20 9%	14 7%	19 8%	31 9%	29 8%	17 8%
Mean	3.62	3.70cgHI	3.68	3.60	3.63	3.61	3.66	3.57	3.54	3.54	3.64	3.62	3.60
Standard deviation	0.72	0.60	0.69	0.73	0.67	0.73	0.64	0.75	0.76	0.86	0.75	0.65	0.73
Standard error	0.01	0.04	0.06	0.02	0.07	0.05	0.04	0.05	0.06	0.06	0.04	0.03	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 7

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Reducing caffeine intake

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant					
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)		
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253		
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238		
NET: Likely	1702 66%	472 80%	485 67%	745 60%	957 73%A	239 77%EFGH	304 72%FGH	313 68%H	282 63%	239 62%	324 60%	561 70%L	492 66%	281 68%I	368 62%	225 72%	707 67%	1163 64%	539 73%O	175 73%O		
Very likely	(4) 930 36%	322 55%	275 38%	333 27%	597 45%A	139 45%EFGH	187 44%EFGH	168 36%	139 31%	123 32%	173 32%	296 37%	277 37%	157 38%	200 34%	125 40%n	363 34%	630 35%	299 40%O	101 42%O		
Fairly likely	(3) 773 30%	150 25%	210 29%	413 33%B	360 27%	100 32%	117 28%	146 32%	143 32%	116 30%	152 28%	265 33%I	215 29%	124 30%	168 28%	100 32%	345 33%	533 29%	240 32%	74 31%		
Fairly unlikely	(2) 410 16%	67 11%	125 17%	218 17%b	192 15%	26 8%	63 15%C	73 16%C	82 18%C	73 19%C	93 17%C	127 16%	105 14%	66 16%	112 19%J	47 15%	168 16%	289 16%	120 16%	35 15%		
Very unlikely	(1) 138 5%	18 3%	40 6%	80 6%B	58 4%	7 2%	21 5%	20 4%	33 7%Ce	30 8%CdEh	26 5%	37 5%	36 5%	30 7%i	35 6%	16 5%	61 6%	107 6%	31 4%	10 4%		
NET: Unlikely	548 21%	85 14%	165 23%	298 24%B	250 19%	33 11%	84 20%C	93 20%C	115 26%CD	103 27%CDE	119 22%C	164 20%	141 19%	97 23%j	147 25%iJ	63 20%	229 22%	396 22%	151 20%	45 19%		
Don't know	312 12%	34 6%	74 10%	204 16%B	108 8%	38 12%	35 8%	54 12%	49 11%	41 11%	95 18%cDEFG	81 10%	117 16%IK	36 9%	79 13%iK	23 7%	118 11% ^m	260 14%PQ	52 7%	18 8%		
Mean	3.11	3.39	3.11	2.96	3.24A	H		3.37DEFG	3.21FGH	3.13FG	2.98	2.97	3.06	3.13I	3.16L	3.08	3.04	3.16	3.08	3.08	3.17o	3.21o
Standard deviation	0.91	0.82	0.92	0.91	0.89	0.76	0.90	0.88	0.95	0.96	0.91	0.88	0.90	0.95	0.94	0.89	0.91	0.93	0.87	0.87		
Standard error	0.02	0.03	0.04	0.03	0.02	0.04	0.04	0.04	0.05	0.06	0.05	0.03	0.04	0.05	0.04	0.05	0.03	0.02	0.03	0.06		

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
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Absolutes/col percents

Table 7

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Reducing caffeine intake

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Likely	1702 66%	154 68%e	80 62%	1469 66%	81 72%eg	178 61%	166 74%BEGHI	140 61%	118 62%	154 63%	231 70%EGhi	245 68%e	155 69%e
Very likely	(4) 930 36%	83 37%h	51 40%H	796 36%	38 34%	109 37%H	89 39%Hi	75 33%	52 27%	78 32%	140 43%GHI	130 36%h	85 38%h
Fairly likely	(3) 773 30%	71 31%e	29 23%	673 30%b	43 38%BEj	69 24%	77 34%BE	65 29%	65 34%BE	77 31%e	92 28%	115 32%bE	70 31%e
Fairly unlikely	(2) 410 16%	31 14%	23 18%f	356 16%	17 15%	51 17%F	23 10%	46 20%Fj	40 21%aFj	40 16%f	44 14%	62 17%F	33 14%
Very unlikely	(1) 138 5%	11 5%	7 5%	120 5%	3 3%	16 5%	10 4%	12 5%	11 6%	22 9%adfJK	13 4%	14 4%	19 8%djK
NET: Unlikely	548 21%	42 19%	29 23%f	476 22%	20 18%	66 23%F	33 15%	58 26%FJ	51 27%aFJ	62 25%FJ	57 17%	76 21%f	52 23%f
Don't know	312 12%	29 13%	19 15%	265 12%	11 10%	49 17%KL	26 12%	30 13%	22 12%	30 12%	40 12%	39 11%	19 8%
Mean	3.11	3.15Hi	3.13	3.10	3.15	3.11	3.23GHI	3.02	2.94	2.97	3.24GHII	3.13Hi	3.07
Standard deviation	0.91	0.89	0.95	0.91	0.81	0.95	0.84	0.93	0.90	0.98	0.87	0.87	0.97
Standard error	0.02	0.06	0.09	0.02	0.08	0.06	0.06	0.06	0.07	0.07	0.05	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 8

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Washing your hands more carefully

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Likely	1807 71%	466 79%	546 76%	794 64%	1012 77%A	218 71%	314 74%eh	317 69%	319 72%	270 70%	368 68%	574 71%	502 67%	300 73%j	431 73%J	228 73%	737 70%	1228 68%	578 78%O	186 78%O
Very likely (4)	1030 40%	269 45%	357 49%	404 32%	626 48%A	132 42%	173 41%	166 36%	170 38%	153 40%	236 44%E	316 39%	285 38%	188 45%iJ	242 41%	130 42%	385 37%	681 37%	350 47%O	121 51%O
Fairly likely (3)	776 30%	198 33%	189 26%	390 31%	386 29%	87 28%	142 33%H	151 33%H	149 33%H	117 30%h	131 24%	258 32%	217 29%	112 27%	189 32%	98 32%	351 33%	548 30%	229 31%	65 27%
Fairly unlikely (2)	337 13%	65 11%	79 11%	193 16%B	144 11%	49 16%	49 12%	61 13%	68 15%	49 13%	61 11%	121 15%L	100 13%l	58 14%l	59 10%	45 15%	143 14%	254 14%p	84 11%	28 12%
Very unlikely (1)	134 5%	24 4%	26 4%	83 7%B	50 4%	4 1%	26 6%C	34 7%CFH	18 4%c	29 8%CFH	23 4%C	37 5%	47 6%	19 4%	31 5%	16 5%	60 6%	107 6%P	27 4%	8 3%
NET: Unlikely	471 18%	90 15%	105 15%	277 22%B	194 15%	53 17%	75 18%	96 21%H	85 19%	78 20%h	84 16%	158 20%L	147 20%L	77 19%	89 15%	61 20%	203 19%	361 20%P	110 15%	36 15%
Don't know	284 11%	36 6%	72 10%	176 14%B	108 8%	39 12%d	34 8%	48 10%	41 9%	36 9%	87 16%DEFG	74 9%	100 13%lK	37 9%	73 12%i	21 7%	114 11% <i>m</i>	230 13%PQ	54 7%	16 7%
Mean	3.19	3.28	3.35	3.04	3.32A	3.28Eg	3.18	3.09	3.17	3.13	3.29EiG	3.17	3.14	3.24	3.23	3.18	3.13	3.13	3.31O	3.35O
Standard deviation	0.89	0.84	0.84	0.93	0.84	0.80	0.90	0.94	0.86	0.95	0.88	0.88	0.93	0.89	0.87	0.89	0.90	0.92	0.83	0.83
Standard error	0.02	0.03	0.04	0.03	0.02	0.05	0.04	0.04	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.05	0.03	0.02	0.03	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 8

Q.2 If you were to find out that you/ your partner were pregnant, how likely or unlikely would you be to take/ encourage your partner to take the following measures to look after yourself/ herself and the baby during pregnancy?

Washing your hands more carefully

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Likely	1807 71%	159 71%	92 72%	1556 70%	82 73%	205 70%	155 69%	151 66%	140 73%	171 69%	241 73%	254 71%	158 70%
Very likely	(4) 1030 40%	92 41%	51 40%	887 40%	46 41%	122 42%	87 39%	82 36%	74 39%	91 37%	153 46%Gik	140 39%	91 40%
Fairly likely	(3) 776 30%	67 30%	40 31%	669 30%	35 32%	82 28%	68 30%	69 30%	66 35%j	80 32%	88 27%	113 32%	67 30%
Fairly unlikely	(2) 337 13%	31 14%	18 14%	289 13%	20 18%e	31 11%	26 11%	38 17%e	25 13%	27 11%	36 11%	49 14%	38 17%eij
Very unlikely	(1) 134 5%	8 4%	3 2%	122 6%	2 2%	17 6%	15 7%bd	12 5%	10 5%	23 9%ABDKI	19 6%	15 4%	9 4%
NET: Unlikely	471 18%	39 17%	21 16%	411 19%	22 20%	48 16%	41 18%	50 22%	35 18%	49 20%	56 17%	64 18%	47 21%
Don't know	284 11%	27 12%	15 12%	242 11%	8 7%	40 14%	29 13%	28 12%	16 9%	26 11%	32 10%	42 12%	21 9%
Mean	3.19	3.22	3.25	3.18	3.21	3.23	3.16	3.10	3.17	3.09	3.26gi	3.19	3.17
Standard deviation	0.89	0.86	0.82	0.90	0.83	0.91	0.93	0.91	0.88	0.97	0.91	0.87	0.89
Standard error	0.02	0.06	0.07	0.02	0.09	0.06	0.07	0.06	0.07	0.07	0.05	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 9

Q.3 How familiar are you with each of the following health conditions?

Summary

Base: All respondents

	Health Conditions				
	Down's syndrome	CMV infection in a woman while pregnant	Rubella infection in a woman while pregnant	Toxoplasmosis infection in a woman while pregnant	Listeria infection in a woman while pregnant
Unweighted base	2562	2562	2562	2562	2562
Weighted base	2562	2562	2562	2562	2562
Never heard of it	73 3%	1820 71%	351 14%	1085 42%	922 36%
Heard of it but don't know what it is	169 7%	475 19%	600 23%	602 24%	775 30%
Have heard of it and know what it is	2206 86%	238 9%	1550 60%	836 33%	835 33%
Know what it is and have been directly affected by it	113 4%	30 1%	62 2%	38 1%	30 1%
NET: At least heard of it	2489 97%	742 29%	2211 86%	1477 58%	1640 64%
NET: Know what it is	2319 91%	268 10%	1611 63%	875 34%	865 34%

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Absolutes/col percents

Table 10
Q.3 How familiar are you with each of the following health conditions?
Down's syndrome
Base: All respondents

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
Never heard of it	73 3%	13 2%	6 1%	55 4%B	19 1%	16 5%FGH	26 6%EFGH	14 3%Gh	8 2%	3 1%	7 1%	15 2%	30 4%I	14 3%	14 2%	12 4%	43 4%	57 3%q	17 2%	2 1%
Heard of it but don't know what it is	169 7%	34 6%	11 1%	125 10%B	44 3%	27 9%FGH	58 14%CEFGH	31 7%Gh	20 4%	13 3%	20 4%	53 7%	48 6%	25 6%	44 7%	14 4%	90 9%M	92 5%	77 10%O	11 5%
Have heard of it and know what it is	2206 86%	519 88%	678 94%	1009 81%	1197 91%A	252 81%	325 77%	389 85%D	397 89%CD	352 92%CDE	492 91%CDE	705 87%	631 84%	354 86%	517 87%	256 83%	888 84%	1611 89%P	595 80%	214 90%
Know what it is and have been directly affected by it	113 4%	26 4%	29 4%	59 5%	54 4%	15 5%	15 3%	26 6%	21 5%	16 4%	20 4%	33 4%	41 5%I	21 5%	19 3%	28 9%N	33 3%	60 3%	54 7%O	10 4%
NET: At least heard of it	2489 97%	578 98%	717 99%	1193 96%	1296 99%A	294 95%	398 94%	446 97%D	438 98%CD	380 99%CDE	532 99%CD	791 98%J	719 96%	399 97%	579 98%	298 96%	1011 96%	1763 97%	726 98%	235 99%o
NET: Know what it is	2319 91%	545 92%	707 98%	1068 86%	1251 95%A	267 86% ^d	340 80%	415 90%D	418 94%CD	367 96%CD	512 95%CD	738 92%	671 90%	374 91%	535 90%	285 92% ⁿ	921 87%	1670 92%P	649 87%	224 94%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 10
Q.3 How familiar are you with each of the following health conditions?
Down's syndrome
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
Never heard of it	73 3%	2 1%	5 4%aL	67 3%a	4 3%l	10 4%ahL	3 1%	12 5%AFHIKL	2 1%	3 1%	26 8%AEFHIKL	6 2%	1 1%
Heard of it but don't know what it is	169 7%	15 7%	7 5%	147 7%	3 3%	18 6%	21 9%di	16 7%	11 6%	11 5%	32 10%DIK	21 6%	13 6%
Have heard of it and know what it is	2206 86%	200 89%gJ	107 84%	1899 86%	100 90%J	252 86%j	190 84%	188 82%	166 87%j	220 89%GJ	262 80%	319 89%GJ	202 89%gJ
Know what it is and have been directly affected by it	113 4%	7 3%	9 7%J	97 4%	5 4%	13 4%	11 5%	11 5%	13 7%j	12 5%	9 3%	14 4%	10 4%
NET: At least heard of it	2489 97%	223 99%cbeGJ	123 96%	2143 97%	108 97%	283 96%J	222 99%GJ	216 95%	189 99%eGJ	243 99%GJ	303 92%	354 98%GJ	225 99%BdEGJ
NET: Know what it is	2319 91%	207 92%J	116 91%J	1996 90%	105 94%J	265 90%J	201 89%J	200 87%	178 94%gJ	232 94%fGJ	271 82%	333 93%GJ	212 94%GJ

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

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Absolutes/col percents

Table 11

Q.3 How familiar are you with each of the following health conditions?**CMV infection in a woman while pregnant****Base: All respondents**

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
Never heard of it	1820 71%	396 67%	517 71%	907 73%b	913 69%	222 72%	278 66%	310 67%	315 71%	284 74%DE	410 76%DEF	562 70%	519 69%	301 73%	437 74%	216 69%	714 68%	1820 100%PQ	-	-
Heard of it but don't know what it is	475 19%	114 19%	129 18%	232 19%	243 18%	57 18%	90 21%G	93 20%g	85 19%	59 15%	92 17%	137 17%	150 20%	75 18%	112 19%	46 15%	235 22%M	-	475 64%O	-
Have heard of it and know what it is	238 9%	76 13%	69 10%	93 7%	145 11%A	27 9%	49 12%H	51 11%H	39 9%	37 10%h	33 6%	98 12%KL	71 9%	28 7%	41 7%	39 13%n	97 9%	-	238 32%O	238 100%O
Know what it is and have been directly affected by it	30 1%	6 1%	9 1%	16 1%	14 1%	3 1%	6 2%	6 1%	6 1%	3 1%	4 1%	9 1%	9 1%	9 2%L	3 1%	10 3%N	8 1%	-	30 4%O	-
NET: At least heard of it	742 29%	196 33%	206 29%	341 27%	402 31%a	87 28%	146 34%GH	150 33%GH	130 29%h	100 26%	129 24%	245 30%	230 31%	112 27%	156 26%	95 31%	340 32%	-	742 100%O	238 100%O
NET: Know what it is	268 10%	82 14%	77 11%	109 9%	159 12%A	31 10%	56 13%H	58 13%H	46 10%h	41 11%h	37 7%	107 13%KL	80 11%l	36 9%	44 7%	49 16%N	105 10%	-	268 36%O	238 100%O

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 11

Q.3 How familiar are you with each of the following health conditions?**CMV infection in a woman while pregnant****Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
Never heard of it	1820 71%	165 73%	87 68%	1567 71%	81 72%	205 70%	165 73%	169 74%j	135 71%	171 69%	218 66%	256 71%	167 74%j
Heard of it but don't know what it is	475 19%	38 17%	21 16%	416 19%	23 20%	51 17%	43 19%	39 17%	42 22%	55 22%	57 17%	68 19%	39 17%
Have heard of it and know what it is	238 9%	18 8%	19 15%CaDFgHIKl	200 9%	6 5%	36 12%dfhik	16 7%	20 9%	13 7%	17 7%	46 14%aDFgHIKl	29 8%	18 8%
Know what it is and have been directly affected by it	30 1%	4 2%	-	26 1%	3 2%g	2 1%	1 1%	1 *	1 *	3 1%	8 2%g	6 2%	2 1%
NET: At least heard of it	742 29%	60 27%	40 32%	642 29%	31 28%	88 30%	60 27%	60 26%	55 29%	75 31%	110 34%gl	104 29%	59 26%
NET: Know what it is	268 10%	22 10%	19 15%FHi	226 10%	9 8%	38 13%fh	17 8%	20 9%	14 7%	20 8%	54 16%adFGHIKl	35 10%	20 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

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Absolutes/col percents

Table 12

Q.3 How familiar are you with each of the following health conditions?**Rubella infection in a woman while pregnant****Base: All respondents**

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
Never heard of it	351 14%	89 15%	18 2%	244 20%B	106 8%	86 28% <small>EF</small>	108 25% <small>FGH</small>	68 15% <small>FGH</small>	43 10% <small>GH</small>	21 6%	25 5%	97 12%	114 15% <small>ik</small>	45 11%	95 16% <small>lK</small>	41 13%	176 17%	333 18% <small>PQ</small>	18 2%	2 1%
Heard of it but don't know what it is	600 23%	177 30%	47 6%	376 30%B	224 17%	137 44% <small>dEFGH</small>	153 36% <small>EF</small>	112 24% <small>GH</small>	91 20% <small>GH</small>	44 11%	63 12%	173 21%	179 24%	115 28% <small>ll</small>	133 22%	66 21%	312 30% <small>M</small>	421 23% <small>Q</small>	178 24%	20 9%
Have heard of it and know what it is	1550 60%	316 53%	636 88%	597 48%	952 72%A	84 27%	153 36% <small>C</small>	268 58% <small>CD</small>	296 66% <small>CDE</small>	315 82% <small>CDEF</small>	434 80% <small>CDEF</small>	518 64% <small>JK</small>	439 59%	238 58%	355 60%	194 63% <small>N</small>	540 51%	1046 57%	504 68% <small>O</small>	208 88% <small>O</small>
Know what it is and have been directly affected by it	62 2%	10 2%	22 3%	29 2%	32 2%	3 1%	10 2%	13 3% <small>g</small>	15 3% <small>cG</small>	3 1%	17 3% <small>G</small>	19 2%	17 2%	16 4% <small>l</small>	10 2%	9 3%	26 2%	19 1%	42 6% <small>O</small>	7 3% <small>O</small>
NET: At least heard of it	2211 86%	503 85%	705 98%	1003 80%	1208 92%A	224 72%	316 75%	393 85% <small>CD</small>	402 90% <small>CDE</small>	362 94% <small>CDEF</small>	514 95% <small>CDEF</small>	709 88% <small>jl</small>	635 85%	368 89% <small>jl</small>	498 84%	270 87%	878 83%	1487 82%	724 98% <small>O</small>	236 99% <small>O</small>
NET: Know what it is	1611 63%	326 55%	659 91%	627 50%	985 75%A	88 28%	163 39% <small>C</small>	281 61% <small>CD</small>	311 70% <small>CDE</small>	318 83% <small>CDEF</small>	450 84% <small>CDEF</small>	536 67% <small>JI</small>	456 61%	254 61%	365 62%	203 66% <small>N</small>	566 54%	1065 59%	546 74% <small>O</small>	216 91% <small>O</small>

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 12

Q.3 How familiar are you with each of the following health conditions?**Rubella infection in a woman while pregnant****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
Never heard of it	351 14%	33 15%Fi	15 12%	303 14%	16 14%f	41 14%F	17 7%	35 15%Fi	19 10%	22 9%	78 24%ABdEFGHIKL12%	41 12%	34 15%Fi
Heard of it but don't know what it is	600 23%	49 22%	29 23%	522 24%	31 28%l	62 21%	67 30%aEij	54 24%i	48 25%l	41 17%	74 22%	86 24%l	57 25%l
Have heard of it and know what it is	1550 60%	139 62%J	79 62%j	1332 60%	62 55%	185 63%J	137 61%j	136 60%j	117 62%J	176 71%AbDeFGHJKL1%	169 1%	224 62%J	127 56%
Know what it is and have been directly affected by it	62 2%	4 2%	5 4%	53 2%	4 3%	6 2%	5 2%	3 1%	6 3%	7 3%	8 2%	8 2%	8 3%
NET: At least heard of it	2211 86%	192 85%J	113 88%J	1907 86%	96 86%j	253 86%J	209 93%AdEGJL	194 85%J	172 90%J	224 91%agJl	251 76%	318 88%J	192 85%J
NET: Know what it is	1611 63%	143 64%J	83 65%J	1385 63%	65 58%	190 65%J	141 63%j	140 61%	123 65%J	182 74%AbDEFGhJKL34%	177 1%	232 64%J	135 60%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

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Absolutes/col percents

Table 13

Q.3 How familiar are you with each of the following health conditions?**Toxoplasmosis infection in a woman while pregnant****Base: All respondents**

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
Never heard of it	1085 42%	223 38%	189 26%	673 54%B	412 31%	178 58% ^d	208 49% ^{EF}	166 36% ^{GH}	157 35%	151 39%	224 42% ^{ef}	347 43%	329 44%	160 39%	249 42%	121 39%	452 43%	980 54% ^{PQ}	105 14%	17 7%
Heard of it but don't know what it is	602 24%	132 22%	169 23%	301 24%	301 23%	60 19%	100 24%	108 24%	112 25%	81 21%	141 26% ^{cg}	177 22%	162 22%	108 26%	155 26% ^{ij}	63 20%	272 26% ^m	370 20% ^Q	232 31% ^O	34 14%
Have heard of it and know what it is	836 33%	228 38%	354 49%	255 20%	581 44%A	65 21%	106 25%	179 39% ^{CDH}	172 39% ^{CDH}	148 39% ^{CDH}	165 31% ^{Cd}	270 33%	249 33%	134 33%	184 31%	121 39% ^N	316 30%	464 26%	372 50% ^O	181 76% ^O
Know what it is and have been directly affected by it	38 1%	9 2%	12 2%	18 1%	21 2%	6 2%	9 2%	6 1%	4 1%	4 1%	8 2%	12 2%	9 1%	11 3% ^l	6 1%	6 2%	14 1%	5 *	34 5% ^O	6 3% ^O
NET: At least heard of it	1477 58%	368 62%	535 74%	574 46%	903 69%A	131 42%	216 51% ^c	294 64% ^{CDh}	289 65% ^{CDh}	233 61% ^{CD}	314 58% ^{CD}	459 57%	420 56%	253 61%	345 58%	190 61%	602 57%	839 46%	637 86% ^O	221 93% ^O
NET: Know what it is	875 34%	237 40%	365 51%	273 22%	602 46%A	72 23%	115 27%	186 40% ^{CDH}	177 40% ^{CDH}	152 40% ^{CDH}	173 32% ^C	282 35%	258 34%	145 35%	190 32%	127 41% ^N	330 31%	469 26%	406 55% ^O	187 79% ^O

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 13

Q.3 How familiar are you with each of the following health conditions?**Toxoplasmosis infection in a woman while pregnant****Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
Never heard of it	1085 42%	86 38%	47 37%	951 43%	57 51%AbfH	136 47%ah	90 40%	99 43%	71 37%	101 41%	148 45%	151 42%	98 44%
Heard of it but don't know what it is	602 24%	55 24%	37 29%	510 23%	22 20%	62 21%	58 26%	50 22%	53 28%	54 22%	76 23%	86 24%	48 21%
Have heard of it and know what it is	836 33%	81 36%d	41 32%	714 32%	29 26%	92 31%	75 33%	75 33%	62 32%	89 36%d	98 30%	117 32%	78 35%
Know what it is and have been directly affected by it	38 1%	2 1%	2 2%	34 2%	4 3%l	3 1%	2 1%	4 2%	4 2%	3 1%	7 2%	6 2%	1 1%
NET: At least heard of it	1477 58%	138 62%De	80 63%d	1258 57%	55 49%	157 53%	135 60%d	130 57%	119 63%De	145 59%	181 55%	209 58%	128 56%
NET: Know what it is	875 34%	84 37%	43 34%	748 34%	33 29%	95 32%	77 34%	80 35%	66 35%	92 37%	105 32%	122 34%	80 35%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

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Absolutes/col percents

Table 14

Q.3 How familiar are you with each of the following health conditions?**Listeria infection in a woman while pregnant****Base: All respondents**

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
Never heard of it	922 36%	222 38%	154 21%	546 44%B	376 29%	163 53% EFGH	209 49% EFGH	160 35% GH	138 31%	100 26%	153 28%	270 33%	280 37%	151 37%	222 37%	96 31%	428 41% M	838 46% PQ	84 11%	15 6%
Heard of it but don't know what it is	775 30%	175 30%	188 26%	412 33% B	363 28%	91 29%	119 28%	144 31%	119 27%	118 31%	184 34% dF	234 29%	222 30%	134 32%	184 31%	100 32%	313 30%	521 29% Q	254 34% O	36 15%
Have heard of it and know what it is	835 33%	188 32%	371 51%	276 22%	558 42% A	50 16%	87 21%	153 33% CD	184 41% CDE	167 43% CDEH	194 36% CD	291 36% Kl	240 32%	120 29%	184 31%	108 35% N	301 29%	458 25%	377 51% O	182 77% O
Know what it is and have been directly affected by it	30 1%	7 1%	10 1%	13 1%	17 1%	5 2% G	8 2% G	4 1% g	5 1% G	- -	8 1% G	12 1%	7 1%	8 2% l	4 1%	6 2%	11 1%	2 *	28 4% O	5 2% O
NET: At least heard of it	1640 64%	370 62%	569 79%	701 56%	939 71% A	147 47%	214 51%	301 65% CD	308 69% CD	284 74% CDE	386 72% CDE	537 67%	469 63%	262 63%	372 63%	214 69% N	626 59%	981 54%	659 89% O	223 94% O
NET: Know what it is	865 34%	195 33%	381 53%	289 23%	576 44% A	56 18%	95 22%	157 34% CD	189 42% CDE	167 43% CDEh	202 37% CD	302 38% jKL	247 33%	128 31%	188 32%	114 37% N	313 30%	460 25%	405 55% O	187 79% O

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 14

Q.3 How familiar are you with each of the following health conditions?**Listeria infection in a woman while pregnant****Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
Never heard of it	922 36%	69 31%	37 29%	816 37%a	56 50%ABEFGHIK	100 34%	83 37%l	84 37%l	58 30%	67 27%	145 44%ABEHIK	130 36%l	93 41%ABhl
Heard of it but don't know what it is	775 30%	73 32%DI	47 37%DjKL	655 30%	23 21%	94 32%DI	75 33%DL	69 30%	63 33%DI	88 36%DjKL	91 28%	100 28%	53 23%
Have heard of it and know what it is	835 33%	80 36%J	42 33%	712 32%	30 27%	98 33%	66 29%	73 32%	67 35%j	88 36%J	88 27%	124 34%j	79 35%j
Know what it is and have been directly affected by it	30 1%	3 1%	1 1%	26 1%	3 2%	2 1%	2 1%	2 1%	2 1%	4 1%	5 1%	6 2%	1 1%
NET: At least heard of it	1640 64%	156 69%cDJL	90 71%DJL	1394 63%	55 50%	194 66%DJ	142 63%D	144 63%D	132 70%DJI	179 73%DFGJKL	184 56%	229 64%Dj	134 59%
NET: Know what it is	865 34%	83 37%j	43 34%	739 33%	32 29%	100 34%	68 30%	75 33%	69 36%j	91 37%J	93 28%	129 36%j	81 36%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

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Absolutes/col percents

Table 15

Q.4 How serious do you think the following health conditions are for the unborn baby?

Summary

Base: All respondents who have at least heard of each health condition

	Down's syndrome	Health Conditions			
		CMV infection in a woman while pregnant	Rubella infection in a woman while pregnant	Toxoplasmosis infection in a woman while pregnant	Listeria infection in a woman while pregnant
Unweighted base	2498	757	2221	1489	1640
Weighted base	2489	742	2211	1477	1640
NET: Serious	2127 85%	539 73%	1953 88%	1218 82%	1269 77%
Very serious (4)	1356 54%	307 41%	1437 65%	933 63%	787 48%
Fairly serious (3)	771 31%	232 31%	516 23%	285 19%	482 29%
Not very serious (2)	173 7%	27 4%	32 1%	29 2%	47 3%
Not serious at all (1)	37 1%	3 *	5 *	4 *	5 *
NET: Not serious	210 8%	29 4%	37 2%	33 2%	51 3%
Don't know	152 6%	174 23%	221 10%	226 15%	320 19%
Mean	3.47	3.48	3.70	3.72	3.55
Standard deviation	0.70	0.61	0.51	0.52	0.58
Standard error	0.01	0.03	0.01	0.01	0.02

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Absolutes/col percents

Table 16

Q.4 How serious do you think the following health conditions are for the unborn baby?

Down's syndrome

Base: All respondents who have at least heard of each health condition

	Gender		Age						Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			Heard of it and know what it is (q)		
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)		Never heard of it (o)	At least heard of it (p)
Unweighted base	2498	986	549	963	1535	320	516	474	371	338	479	809	712	393	584	315	1036	1758	740	251
Weighted base	2489	578	717	1193	1296	294	398	446	438	380	532	791	719	399	579	298	1011	1763	726	235
NET: Serious	2127	501	613	1013	1113	241	335	389	373	332	457	707	610	324	486	262	859	1509	618	203
	85%	87%	85%	85%	86%	82%	84%	87% ^c	85%	87% ^c	86%	89% ^{JKL}	85%	81%	84%	88%	85%	86%	85%	86%
Very serious	(4) 1356	329	374	653	703	138	202	255	262	205	294	449	386	209	312	161	540	956	400	136
	54%	57%	52%	55%	54%	47%	51%	57% ^{Cd}	60% ^{CD}	54%	55% ^c	57%	54%	52%	54%	54%	53%	54%	55%	58%
Fairly serious	(3) 771	172	239	360	411	103	133	134	111	128	162	258	224	116	173	101	318	553	218	67
	31%	30%	33%	30%	32%	35% ^F	34% ^F	30%	25%	34% ^F	31%	33%	31%	29%	30%	34%	31%	31%	30%	29%
Not very serious	(2) 173	37	59	77	96	15	29	25	40	27	35	39	48	37	48	16	67	115	58	20
	7%	6%	8%	6%	7%	5%	7%	6%	9% ^{ce}	7%	7%	5%	7%	9% ^l	8% ^l	5%	7%	7%	8%	9%
Not serious at all	(1) 37	8	11	17	20	6	5	9	3	8	7	9	16	6	6	6	18	32	6	3
	1%	1%	2%	1%	2%	2%	1%	2% ^f	1%	2% ^f	1%	1%	2%	2%	1%	2%	2%	2% ^p	1%	1%
NET: Not serious	210	45	71	94	116	21	35	34	43	35	43	48	64	44	54	21	85	147	63	23
	8%	8%	10%	8%	9%	7%	9%	8%	10%	9%	8%	6%	9% ⁱ	11% ^l	9% ^l	7%	8%	8%	9%	10%
Don't know	152	33	34	85	67	33	28	23	22	13	33	36	45	31	39	15	67	107	45	9
	6%	6%	5%	7% ^b	5%	11% ^{EFGH}	7% ^G	5%	5%	3%	6% ^g	5%	6%	8% ^l	7% ⁱ	5%	7%	6%	6%	4%
Mean	3.47	3.51	3.43	3.49	3.46	3.43	3.44	3.50	3.52	3.44	3.49	3.52 ^k	3.45	3.43	3.47	3.47	3.46	3.47	3.49	3.49
Standard deviation	0.70	0.69	0.72	0.70	0.71	0.70	0.70	0.70	0.69	0.72	0.69	0.65	0.73	0.74	0.70	0.70	0.71	0.71	0.69	0.71
Standard error	0.01	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.04	0.03	0.02	0.03	0.04	0.03	0.04	0.02	0.02	0.03	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 16

Q.4 How serious do you think the following health conditions are for the unborn baby?**Down's syndrome****Base: All respondents who have at least heard of each health condition**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2498	237	126	2135	99	267	218	224	186	234	308	393	206
Weighted base	2489	223	123	2143	108*	283	222	216	189	243	303	354	225
NET: Serious	2127 85%	189 85%	95 77%	1843 86%B	96 88%b	246 87%B	186 84%	182 84%	172 91%aBfgJ	218 90%BfJ	248 82%	303 86%b	193 86%b
Very serious	(4) 1356 54%	124 56%	63 52%	1168 55%	70 65%bhJk	154 54%	124 56%	121 56%	99 52%	135 55%	155 51%	186 53%	125 56%
Fairly serious	(3) 771 31%	65 29%	32 26%	674 31%	26 24%	92 33%	62 28%	61 28%	73 38%aBDFG	83 34%d	93 31%	117 33%	67 30%
Not very serious	(2) 173 7%	21 9%i	13 11%chl	139 6%	9 8%	18 6%	17 8%	16 7%	10 5%	11 5%	19 6%	23 6%	17 7%
Not serious at all	(1) 37 1%	5 2%h	4 3%cEHj	28 1%	3 3%h	1 *	4 2%h	5 2%h	- -	3 1%	3 1%	5 1%	4 2%
NET: Not serious	210 8%	26 12%ceHI	17 14%CEHIJK	167 8%	12 11%	19 7%	21 9%	20 9%	10 5%	14 6%	22 7%	28 8%	21 9%
Don't know	152 6%	8 4%	10 8%aD	134 6%	1 1%	17 6%d	15 7%D	14 7%D	8 4%	11 4%	33 11%ADeHkL	23 6%D	12 5%d
Mean	3.47	3.44	3.37	3.48	3.52	3.50	3.48	3.47	3.49	3.50	3.48	3.46	3.47
Standard deviation	0.70	0.76	0.84	0.69	0.76	0.65	0.73	0.74	0.60	0.66	0.68	0.70	0.72
Standard error	0.01	0.05	0.08	0.02	0.08	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

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Absolutes/col percents

Table 17

Q.4 How serious do you think the following health conditions are for the unborn baby?

CMV infection in a woman while pregnant

Base: All respondents who have at least heard of each health condition

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	757	332	159	266	491	97	181	165	110	88	116	263	220	111	163	102	357	-	757	253
Weighted base	742	196	206	341	402	87*	146	150	130	100*	129	245	230	112*	156	95*	340	**	742	238
NET: Serious	539	150	147	241	298	63	107	112	99	69	89	195	164	77	103	72	248	-	539	205
	73%	77%	71%	71%	74%	72%	73%	74%	76%	69%	69%	80% ^{aj} KL	72%	69%	66%	76%	73%	-	73%	86%
Very serious	(4) 307	94	89	124	183	44	54	66	57	40	46	108	100	40	59	49	130	-	307	129
	41%	48%	43%	36%	46% ^A	51% ^{dh}	37%	44%	44%	40%	36%	44%	43%	36%	38%	51% ^N	38%	-	41%	54%
Fairly serious	(3) 232	57	58	118	114	19	52	46	42	29	43	87	65	36	44	24	118	-	232	75
	31%	29%	28%	35%	28%	22%	36% ^c	31%	32%	29%	33%	36%	28%	33%	28%	25%	35% ^m	-	31%	32%
Not very serious	(2) 27	5	1	21	6	3	10	7	2	4	1	5	11	4	7	6	17	-	27	9
	4%	2%	1%	6% ^B	1%	3%	7% ^{fH}	5% ^h	2%	4% ^h	1%	2%	5%	3%	4%	6%	5%	-	4%	4%
Not serious at all	(1) 3	-	-	3	-	-	2	-	-	1	-	-	-	3	-	-	2	-	3	2
	*	-	-	1%	-	-	1%	-	-	1%	-	-	-	2% ^{JI}	-	-	*	-	*	1%
NET: Not serious	29	5	1	24	6	3	11	7	2	5	1	5	11	6	7	6	19	-	29	11
	4%	2%	1%	7% ^B	1%	3%	8% ^{FH}	5% ^h	2%	5% ^H	1%	2%	5%	6%	4%	6%	6%	-	4%	5%
Don't know	174	40	58	76	98	21	28	32	29	25	39	44	55	28	47	16	73	-	174	22
	23%	21%	28%	22%	24%	24%	19%	21%	22%	26%	30% ^{De}	18%	24%	25%	30% ^l	17%	22%	-	23%	9%
Mean	3.48	3.58	3.60	3.37	3.59 ^A	3.63 ^D	3.35	3.49	3.54 ^D	3.45	3.50	3.51	3.51	3.38	3.47	3.54	3.41	-	3.48	3.54
Standard deviation	0.61	0.55	0.51	0.67	0.53	0.57	0.69	0.61	0.55	0.67	0.52	0.55	0.61	0.72	0.61	0.64	0.64	-	0.61	0.62
Standard error	0.03	0.03	0.05	0.05	0.03	0.07	0.06	0.05	0.06	0.08	0.06	0.04	0.05	0.08	0.06	0.07	0.04	-	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

*** small base; ** very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 17

Q.4 How serious do you think the following health conditions are for the unborn baby?**CMV infection in a woman while pregnant****Base: All respondents who have at least heard of each health condition**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	757	67	39	651	26	81	62	58	56	75	119	119	55
Weighted base	742	60*	40*	642	31**	88*	60*	60*	55*	75*	110*	104	59*
NET: Serious	539 73%	43 72%	30 74%	466 73%	29 91%	60 68%	44 73%	41 69%	39 71%	51 67%	81 74%	80 77%	42 71%
Very serious	(4) 307 41%	21 36%	16 39%	270 42%	17 53%	39 44%	26 43%	23 38%	19 34%	29 39%	48 43%	47 45%	23 39%
Fairly serious	(3) 232 31%	22 36%	14 35%	196 31%	12 38%	22 25%	18 29%	18 31%	20 37%	21 29%	34 30%	33 32%	19 32%
Not very serious	(2) 27 4%	1 2%	-	25 4%	1 2%	7 8%l	2 4%	5 8%l	1 1%	-	5 5%i	3 3%	2 3%
Not serious at all	(1) 3 *	-	-	3 *	-	1 1%	-	-	-	-	2 1%	-	-
NET: Not serious	29 4%	1 2%	-	28 4%	1 2%	8 9%bhl	2 4%	5 8%l	1 1%	-	7 6%l	3 3%	2 3%
Don't know	174 23%	15 26%	10 26%	148 23%	2 7%	20 23%	14 24%	14 23%	15 28%	25 33%jk	22 20%	21 20%	15 26%
Mean	3.48	3.45	3.53	3.48	3.55	3.44	3.52	3.39	3.46	3.58	3.44	3.53	3.48
Standard deviation	0.61	0.56	0.51	0.62	0.55	0.73	0.59	0.68	0.54	0.50	0.69	0.58	0.59
Standard error	0.03	0.08	0.09	0.03	0.11	0.09	0.09	0.10	0.08	0.07	0.07	0.06	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

Perceptions of CMV Survey - Nationally Representative of GB Adults

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Absolutes/col percents

Table 18

Q.4 How serious do you think the following health conditions are for the unborn baby?

Rubella infection in a woman while pregnant

Base: All respondents who have at least heard of each health condition

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2221	850	540	831	1390	252	419	430	340	322	458	722	634	358	507	286	904	1486	735	250
Weighted base	2211	503	705	1003	1208	224	316	393	402	362	514	709	635	368	498	270	878	1487	724	236
NET: Serious	1953	449	677	827	1126	166	251	346	364	347	480	629	562	331	431	240	749	1331	622	210
	88%	89%	96%	82%	93%A	74%	80%	88%CD	91%CD	96%CDEF	93%CDE	89%	88%	90%	87%	89%	85%	90%P	86%	89%
Very serious	(4) 1437	331	544	562	875	100	168	245	290	264	370	469	388	252	328	183	519	986	451	161
	65%	66%	77%	56%	72%A	45%	53%c	62%CD	72%CDE	73%CDE	72%CDE	66%j	61%	68%J	66%	68%N	59%	66%p	62%	68%
Fairly serious	(3) 516	119	133	265	252	65	84	101	74	82	109	160	174	79	103	57	229	345	171	48
	23%	24%	19%	26%B	21%	29%Fh	27%Fh	26%F	19%	23%	21%	23%	27%ikL	21%	21%	21%	26%	23%	24%	21%
Not very serious	(2) 32	7	2	24	8	2	12	8	6	1	4	13	6	8	6	5	16	9	24	12
	1%	1%	*	2%B	1%	1%	4%cFGH	2%G	1%	*	1%	2%	1%	2%	1%	2%	2%	1%	3%O	5%O
Not serious at all	(1) 5	1	-	4	1	3	1	-	-	-	-	1	3	-	-	2	-	-	5	1
	*	*	-	*	*	1%EFGH	*	-	-	-	-	*	1%	-	-	1%N	-	-	1%O	1%O
NET: Not serious	37	8	2	28	9	5	14	8	6	1	4	14	9	8	6	7	16	9	28	13
	2%	2%	*	3%B	1%	2%G	4%eFGH	2%G	1%	*	1%	2%	1%	2%	1%	3%	2%	1%	4%O	6%O
Don't know	221	46	27	148	73	53	51	40	33	15	30	66	64	30	61	22	113	147	74	13
	10%	9%	4%	15%B	6%	24%DEFGH	16%EFHG	10%GH	8%G	4%	6%	9%	10%	8%	12%k	8%	13%m	10%Q	10%	5%
Mean	3.70	3.71	3.80	3.62	3.76A	3.54	3.57	3.67CD	3.77CDE	3.76CDE	3.76CDE	3.71	3.66	3.72	3.74J	3.70	3.66	3.73Pq	3.64	3.66
Standard deviation	0.51	0.50	0.41	0.57	0.45	0.63	0.61	0.51	0.46	0.44	0.45	0.51	0.53	0.50	0.47	0.55	0.52	0.46	0.59	0.61
Standard error	0.01	0.02	0.02	0.02	0.01	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.02	0.01	0.02	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 18

Q.4 How serious do you think the following health conditions are for the unborn baby?

Rubella infection in a woman while pregnant

Base: All respondents who have at least heard of each health condition

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2221	201	117	1903	87	236	204	196	166	214	263	358	179
Weighted base	2211	192	113*	1907	96*	253	209	194	172	224	251	318	192
NET: Serious	1953 88%	173 90%Gj	102 90%g	1678 88%	86 89%	226 89%g	185 89%	161 83%	159 92%GJ	198 88%	210 84%	283 89%g	171 89%
Very serious	(4) 1437 65%	131 69%	73 65%	1232 65%	77 80%aBEFGHJKL	168 67%	131 63%	118 61%	113 66%	157 70%gjl	152 61%	201 63%	115 60%
Fairly serious	(3) 516 23%	42 22%D	29 25%D	446 23%	9 10%	57 23%D	54 26%Di	43 22%D	46 27%Di	41 18%d	58 23%D	82 26%Di	56 29%DI
Not very serious	(2) 32 1%	2 1%	2 2%h	28 1%	-	2 1%	2 1%	4 2%h	-	2 1%	9 4%deHiK	3 1%	5 3%h
Not serious at all	(1) 5 *	1 1%	-	3 *	-	1 *	-	3 1%jk	-	-	-	-	-
NET: Not serious	37 2%	4 2%	2 2%h	31 2%	-	3 1%	2 1%	7 4%HK	-	2 1%	9 4%deHiK	3 1%	5 3%h
Don't know	221 10%	15 8%	9 8%	197 10%	10 11%	24 10%	21 10%	26 14%ah	13 8%	23 10%	31 12%	33 10%	16 8%
Mean	3.70	3.72	3.68	3.70	3.89 L	3.72I	3.69	3.65	3.71	3.77fGJkL	3.65	3.69	3.62
Standard deviation	0.51	0.53	0.51	0.50	0.31	0.49	0.49	0.61	0.45	0.45	0.56	0.48	0.55
Standard error	0.01	0.04	0.05	0.01	0.03	0.03	0.04	0.05	0.04	0.03	0.04	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

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Absolutes/col percents

Table 19

Q.4 How serious do you think the following health conditions are for the unborn baby?**Toxoplasmosis infection in a woman while pregnant****Base: All respondents who have at least heard of each health condition**

	Total	Gender		Age						Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant				
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	1489	618	409	462	1027	152	295	333	242	203	264	466	419	249	355	200	625	839	650	237
Weighted base	1477	368	535	574	903	131*	216	294	289	233	314	459	420	253	345	190	602	839	637	221
NET: Serious	1218	326	466	425	793	98	165	256	244	203	251	378	348	218	275	166	485	691	527	190
	82%	89%	87%	74%	88%A	75%	77%	87%CDH	85%CD	87%CDH	80%	82%	83%	86%l	80%	87%N	81%	82%	83%	86%
Very serious	(4) 933	259	380	294	639	68	118	199	186	165	196	289	266	165	212	138	349	542	391	152
	63%	70%	71%	51%	71%A	52%	55%	68%CD	64%CD	71%CDh	62%cd	63%	63%	65%	62%	73%N	58%	65%	61%	69%
Fairly serious	(3) 285	68	86	131	154	30	47	57	58	37	55	89	82	52	63	28	136	148	137	38
	19%	18%	16%	23%B	17%	23%	22%	20%	20%	16%	18%	19%	19%	21%	18%	15%	23%M	18%	21%o	17%
Not very serious	(2) 29	5	-	24	5	8	16	3	1	-	1	11	12	4	2	4	18	7	22	9
	2%	1%	-	4%B	1%	6%EFGH	7%EFGH	1%	*	-	*	2%l	3%l	2%	1%	2%	3%	1%	3%O	4%O
Not serious at all	(1) 4	1	-	3	1	1	1	-	-	2	-	1	-	1	1	1	1	-	4	3
	*	*	-	1%b	*	*	1%	-	-	1%	-	*	-	1%	*	1%	*	-	1%O	1%O
NET: Not serious	33	5	-	28	5	9	17	3	1	2	1	12	12	6	3	5	19	7	26	12
	2%	1%	-	5%B	1%	7%EFGH	8%EFGH	1%	*	1%	*	3%	3%	2%	1%	3%	3%	1%	4%O	5%O
Don't know	226	37	68	121	105	25	33	35	43	28	62	70	61	29	66	19	98	142	84	19
	15%	10%	13%	21%B	12%	19%e	15%	12%	15%	12%	20%EG	15%	14%	12%	19%jK	10%	16%M	17%pQ	13%	9%
Mean	3.72	3.76	3.82	3.58	3.79A	3.55	3.54	3.76CD	3.75CD	3.79CD	3.77CD	3.71	3.71	3.71	3.75	3.77N	3.65	3.77PQ	3.65	3.68
Standard deviation	0.52	0.47	0.39	0.63	0.42	0.66	0.69	0.46	0.45	0.47	0.43	0.53	0.52	0.54	0.48	0.52	0.55	0.45	0.59	0.63
Standard error	0.01	0.02	0.02	0.03	0.01	0.06	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.02	0.02	0.02	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

* small base

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Absolutes/col percents

Table 19

Q.4 How serious do you think the following health conditions are for the unborn baby?**Toxoplasmosis infection in a woman while pregnant****Base: All respondents who have at least heard of each health condition**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	1489	154	81	1254	52	142	137	128	115	138	189	231	122
Weighted base	1477	138	80*	1258	55*	157	135	130	119*	145	181	209	128
NET: Serious	1218 82%	112 81%	63 78%	1044 83%	47 87%	130 83%	112 83%	102 78%	106 89%abGij	116 80%	147 81%	177 85%	106 83%
Very serious	(4) 933 63%	81 58%	48 60%	804 64%	38 69%	103 66%	94 69%agj	76 58%	82 69%	86 59%	105 58%	137 66%	83 65%
Fairly serious	(3) 285 19%	31 22%f	14 18%	240 19%	10 18%	27 17%	19 14%	26 20%	24 21%	29 20%	42 23%f	40 19%	23 18%
Not very serious	(2) 29 2%	5 3%hik	-	25 2%	-	4 3%	3 2%	9 7%BdfHIKl	-	1 *	5 3%	1 1%	2 1%
Not serious at all	(1) 4 *	1 1%c	-	2 *	-	1 1%	-	1 *	-	-	-	1 *	-
NET: Not serious	33 2%	6 4%bHlk	-	27 2%	-	5 3%h	3 2%	9 7%BdfHijKL	-	1 *	5 3%	2 1%	2 1%
Don't know	226 15%	21 15%	17 22%h	188 15%	7 13%	22 14%	20 15%	19 15%	13 11%	29 20%h	29 16%	29 14%	20 16%
Mean	3.72	3.63	3.77g	3.72a	3.79g	3.72	3.79AGj	3.59	3.77aG	3.74g	3.66	3.75aG	3.75g
Standard deviation	0.52	0.62	0.42	0.51	0.41	0.55	0.46	0.66	0.42	0.45	0.54	0.49	0.47
Standard error	0.01	0.05	0.05	0.02	0.06	0.05	0.04	0.06	0.04	0.04	0.04	0.03	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

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Absolutes/col percents

Table 20

Q.4 How serious do you think the following health conditions are for the unborn baby?

Listeria infection in a woman while pregnant

Base: All respondents who have at least heard of each health condition

	Gender		Age									Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant		
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	1640	619	436	585	1055	158	299	334	261	251	337	544	462	258	376	224	657	971	669	238
Weighted base	1640	370	569	701	939	147*	214	301	308	284	386	537	469	262	372	214	626	981	659	223
NET: Serious	1269	312	464	493	776	99	158	247	251	227	286	416	361	214	277	168	479	732	537	195
	77%	84%	81%	70%	83%A	67%	74%	82%CDH	82%CDH	80%C	74%	78%	77%	82%L	75%	78%	77%	75%	81%O	87%O
Very serious	(4) 787	205	319	263	524	60	102	152	171	126	175	242	217	136	192	105	280	450	337	130
	48%	56%	56%	37%	56%A	41%	48%	50%	56%CDGH	44%	45%	45%	46%	52%	52%i	49%	45%	46%	51%O	58%O
Fairly serious	(3) 482	107	145	230	252	39	56	96	80	101	111	173	144	79	86	63	200	283	199	65
	29%	29%	25%	33%B	27%	26%	26%	32%	26%	35%DFh	29%	32%L	31%L	30%l	23%	29%	32%	29%	30%	29%
Not very serious	(2) 47	7	7	32	15	8	12	9	5	4	9	13	17	8	9	5	27	25	22	8
	3%	2%	1%	5%B	2%	5%fg	5%FGH	3%	2%	2%	2%	2%	4%	3%	2%	2%	4%	3%	3%	4%
Not serious at all	(1) 5	1	-	4	1	3	2	-	-	-	-	-	3	2	-	-	2	-	5	2
	*	*	-	1%b	*	2%EFGH	1%h	-	-	-	-	-	1%	1%i	-	-	*	-	1%O	1%O
NET: Not serious	51	8	7	36	15	11	13	9	5	4	9	13	20	10	9	5	29	25	26	10
	3%	2%	1%	5%B	2%	7%eFGH	6%eFGH	3%	2%	2%	2%	2%	4%	4%	2%	2%	5%	3%	4%	5%
Don't know	320	49	98	172	148	37	43	44	51	53	91	108	89	38	86	42	117	224	96	18
	19%	13%	17%	25%B	16%	25%Ef	20%	15%	17%	19%	24%EF	20%k	19%	14%	23%K	19%	19%	23%PQ	15%	8%
Mean	3.55	3.62	3.66	3.42	3.64A	3.42	3.51	3.56	3.65CDeG	3.53	3.57c	3.53	3.51	3.55	3.64Ij	3.58	3.49	3.56	3.54	3.57
Standard deviation	0.58	0.54	0.51	0.64	0.52	0.75	0.67	0.56	0.52	0.54	0.55	0.56	0.62	0.61	0.54	0.55	0.62	0.56	0.61	0.62
Standard error	0.02	0.02	0.03	0.03	0.02	0.07	0.04	0.03	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

* small base

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Absolutes/col percents

Table 20

Q.4 How serious do you think the following health conditions are for the unborn baby?**Listeria infection in a woman while pregnant****Base: All respondents who have at least heard of each health condition**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	1640	161	88	1391	52	179	147	142	124	171	191	255	130
Weighted base	1640	156	90*	1394	55*	194	142	144	132	179	184	229	134
NET: Serious	1269 77%	111 72%	71 79%	1086 78%a	42 76%	150 77%	108 76%	102 71%	114 86%AeFGlj	136 76%	143 78%	182 79%ag	109 82%ag
Very serious	(4) 787 48%	65 42%	45 50%g	677 49%	28 50%	102 53%aG	69 49%g	53 37%	69 52%G	86 48%g	90 49%g	109 47%g	71 53%aG
Fairly serious	(3) 482 29%	47 30%	26 29%	410 29%	14 26%	48 25%	39 27%	48 34%	46 34%e	50 28%	53 29%	73 32%	38 29%
Not very serious	(2) 47 3%	9 6% CfHik	2 2%	35 3%	2 3%h	7 4%H	2 2%	8 5%H	-	4 2%	4 2%	5 2%	4 3%h
Not serious at all	(1) 5 *	-	-	5 *	-	-	-	3 2%aeHk	-	-	2 1%	-	-
NET: Not serious	51 3%	9 6% CfHik	2 2%	40 3%	2 3%h	7 4%H	2 2%	11 7% FHIK	-	4 2%	6 3%h	5 2%	4 3%h
Don't know	320 19%	35 22%h	17 19%	268 19%	12 21%	37 19%	32 22%h	31 22%	18 14%	39 22%h	35 19%	42 18%	21 16%
Mean	3.55	3.46	3.59G	3.56a	3.59g	3.60aG	3.61aG	3.35	3.60aG	3.59aG	3.55G	3.56G	3.60G
Standard deviation	0.58	0.64	0.55	0.58	0.57	0.58	0.53	0.73	0.49	0.54	0.61	0.55	0.55
Standard error	0.02	0.06	0.06	0.02	0.09	0.05	0.05	0.07	0.05	0.05	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

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Absolutes/col percents

Table 21

Q.5 How common do you think the following health conditions are?**Summary****Base: All respondents who have at least heard of each health condition**

	Health Conditions				
	Down's syndrome	CMV infection in a woman while pregnant	Rubella infection in a woman while pregnant	Toxoplasmosis infection in a woman while pregnant	Listeria infection in a woman while pregnant
Unweighted base	2498	757	2221	1489	1640
Weighted base	2489	742	2211	1477	1640
NET: Common	826 33%	233 31%	470 21%	351 24%	399 24%
Very common (4)	95 4%	34 5%	56 3%	44 3%	41 2%
Fairly common (3)	731 29%	199 27%	414 19%	307 21%	359 22%
Not very common (2)	1133 46%	224 30%	1021 46%	617 42%	631 39%
Not common at all (1)	156 6%	25 3%	162 7%	88 6%	80 5%
NET: Not common	1289 52%	249 33%	1183 54%	705 48%	712 43%
Don't know	373 15%	261 35%	558 25%	421 28%	529 32%
Mean	2.36	2.50	2.22	2.29	2.32
Standard deviation	0.68	0.70	0.66	0.68	0.66
Standard error	0.01	0.03	0.02	0.02	0.02

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Absolutes/col percents

Table 22

Q.5 How common do you think the following health conditions are?**Down's syndrome****Base: All respondents who have at least heard of each health condition**

	Gender		Age						Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			Heard of it and know what it is (q)		
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)		Never heard of it (o)	At least heard of it (p)
Unweighted base	2498	986	549	963	1535	320	516	474	371	338	479	809	712	393	584	315	1036	1758	740	251
Weighted base	2489	578	717	1193	1296	294	398	446	438	380	532	791	719	399	579	298	1011	1763	726	235
NET: Common	826	220	275	332	495	94	153	166	152	107	154	234	238	124	231	115	342	551	275	89
	33%	38%	38%	28%	38%A	32%	38%GH	37%GH	35%gh	28%	29%	30%	33%	31%	40%lJK	38%	34%	31%	38%O	38%o
Very common	(4) 95	27	24	44	51	16	24	23	15	3	15	19	30	14	33	17	30	53	42	8
	4%	5%	3%	4%	4%	5%G	6%GH	5%Gh	4%G	1%	3%g	2%	4%i	4%	6%l	6%N	3%	3%	6%O	3%
Fairly common	(3) 731	193	250	288	443	78	129	143	137	104	140	215	208	110	198	97	312	498	233	81
	29%	33%	35%	24%	34%A	27%	32%H	32%h	31%	27%	26%	27%	29%	28%	34%lJK	33%	31%	28%	32%o	34%o
Not very common	(2) 1133	255	319	559	574	133	160	200	192	192	255	383	330	192	228	124	447	822	311	107
	46%	44%	44%	47%	44%	45%	40%	45%	44%	50%Df	48%D	48%L	46%L	48%L	39%	42%	44%	47%	43%	45%
Not common at all	(1) 156	30	35	92	64	19	23	24	22	27	41	62	44	23	27	21	63	114	43	16
	6%	5%	5%	8%B	5%	6%	6%	5%	5%	7%	8%	8%L	6%	6%	5%	7%	6%	6%	6%	7%
NET: Not common	1289	285	353	651	638	152	183	224	214	219	296	445	374	215	255	145	510	935	354	123
	52%	49%	49%	55%B	49%	52%	46%	50%	49%	58%DEF	56%Df	56%L	52%L	54%L	44%	49%	50%	53%p	49%	52%
Don't know	373	73	90	210	163	48	62	57	72	53	81	112	108	60	93	38	159	276	97	23
	15%	13%	12%	18%B	13%	16%	16%	13%	16%	14%	15%	14%	15%	15%	16%	13%	16%	16%Q	13%	10%
Mean	2.36	2.43	2.42	2.29	2.43A	2.37g	2.46GH	2.42GH	2.40GH	2.25	2.28	2.28	2.36I	2.34	2.49IJK	2.43	2.36	2.33	2.44O	2.38
Standard deviation	0.68	0.69	0.66	0.69	0.67	0.72	0.73	0.70	0.67	0.61	0.67	0.66	0.69	0.67	0.70	0.74	0.67	0.67	0.72	0.68
Standard error	0.01	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.02	0.02	0.03	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 22

Q.5 How common do you think the following health conditions are?**Down's syndrome****Base: All respondents who have at least heard of each health condition**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2498	237	126	2135	99	267	218	224	186	234	308	393	206
Weighted base	2489	223	123	2143	108*	283	222	216	189	243	303	354	225
NET: Common	826 33%	69 31%	46 37%	711 33%	47 43%aFgKL	99 35%	65 29%	69 32%	63 33%	82 34%	114 38%fl	110 31%	64 29%
Very common (4)	95 4%	4 2%	4 3%	87 4%	10 9%AefjKL	11 4%l	8 4%	8 4%	10 5%aL	10 4%l	12 4%l	15 4%l	3 1%
Fairly common (3)	731 29%	65 29%	42 34%	624 29%	37 34%	88 31%	56 25%	61 28%	53 28%	72 29%	101 33%fk	95 27%	62 27%
Not very common (2)	1133 46%	106 48%	48 39%	979 46%	50 46%	119 42%	108 49%	96 44%	91 48%	111 46%	124 41%	168 47%	112 50%bj
Not common at all (1)	156 6%	12 6%	12 9%d	132 6%	3 3%	22 8%	12 6%	13 6%	9 5%	19 8%	19 6%	20 6%	14 6%
NET: Not common	1289 52%	118 53%	59 48%	1111 52%	54 50%	140 50%	120 54%	109 51%	101 53%	131 54%	142 47%	188 53%	126 56%j
Don't know	373 15%	35 16%d	18 14%	321 15%	8 7%	43 15%d	37 17%D	38 18%D	26 14%	31 13%	47 15%d	57 16%D	34 15%d
Mean	2.36	2.33	2.37	2.37	2.53AFgikL	2.37	2.33	2.36	2.39	2.34	2.42l	2.35	2.28
Standard deviation	0.68	0.63	0.73	0.69	0.72	0.71	0.67	0.69	0.69	0.71	0.70	0.68	0.62
Standard error	0.01	0.04	0.07	0.02	0.07	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 23

Q.5 How common do you think the following health conditions are?
CMV infection in a woman while pregnant

Base: All respondents who have at least heard of each health condition

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant				
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)	
Unweighted base	757	332	159	266	491	97	181	165	110	88	116	263	220	111	163	102	357	-	757	253	
Weighted base	742	196	206	341	402	87*	146	150	130	100*	129	245	230	112*	156	95*	340	-**	742	238	
NET: Common	233	64	61	108	125	28	50	55	38	26	35	87	71	38	36	35	103	-	233	98	
	31%	33%	29%	32%	31%	32%	35%	37%g	29%	26%	27%	35%L	31%	34%l	23%	37%	30%	-	31%	41%	
Very common	(4)	34	9	4	21	13	6	13	9	4	-	2	11	6	9	8	12	13	-	34	13
		5%	5%	2%	6%b	3%	6%G	9%FGH	6%Gh	3%	-	2%	5%	3%	8%J	5%	13%N	4%	-	5%	6%
Fairly common	(3)	199	55	57	87	112	23	37	46	34	26	33	76	65	29	23	90	-	199	84	
		27%	28%	28%	26%	28%	26%	25%	31%	26%	26%	26%	31%L	28%L	26%	18%	25%	26%	-	27%	35%
Not very common	(2)	224	63	58	103	121	30	46	45	40	33	30	72	66	36	51	25	112	-	224	86
		30%	32%	28%	30%	30%	34%	32%	30%	30%	33%	23%	29%	29%	32%	32%	27%	33%	-	30%	36%
Not common at all	(1)	25	7	5	13	12	3	7	5	3	4	2	10	7	2	6	5	10	-	25	10
		3%	4%	2%	4%	3%	3%	5%	4%	3%	4%	2%	4%	3%	2%	4%	5%	3%	-	3%	4%
NET: Not common		249	70	63	116	133	33	53	51	43	37	32	81	73	38	56	30	121	-	249	95
		33%	36%	30%	34%	33%	38%	36%h	34%	33%	37%h	25%	33%	32%	34%	36%	32%	36%	-	33%	40%
Don't know		261	61	83	117	144	26	42	44	50	37	61	76	86	35	64	29	115	-	261	45
		35%	31%	40%	34%	36%	30%	29%	30%	38%	37%	48%CDE	31%	37%	32%	41%i	31%	34%	-	35%	19%
Mean		2.50	2.49	2.48	2.52	2.49	2.51	2.55g	2.56g	2.47	2.34	2.52	2.48	2.60	2.41	2.65	2.48	-	2.50	2.53	
Standard deviation		0.70	0.71	0.63	0.74	0.67	0.73	0.80	0.72	0.65	0.61	0.62	0.71	0.66	0.74	0.73	0.86	0.68	-	0.70	0.70
Standard error		0.03	0.05	0.06	0.06	0.04	0.09	0.07	0.07	0.08	0.08	0.08	0.05	0.06	0.09	0.10	0.04	-	0.03	0.05	

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 23

Q.5 How common do you think the following health conditions are?
CMV infection in a woman while pregnant

Base: All respondents who have at least heard of each health condition

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	757	67	39	651	26	81	62	58	56	75	119	119	55
Weighted base	742	60*	40*	642	31**	88*	60*	60*	55*	75*	110*	104	59*
NET: Common	233 31%	10 17%	12 30%	210 33%A	15 47%	30 34%AfL	12 20%	20 33%al	18 32%al	24 32%al	47 43%AFL	35 33%AfL	10 17%
Very common	(4) 34 5%	1 1%	- -	33 5%	5 14%	5 6%l	1 2%	2 4%	4 8%al	2 3%	9 8%al	5 5%l	- -
Fairly common	(3) 199 27%	10 16%	12 30%	177 28%a	10 33%	25 28%	11 18%	17 29%	14 25%	22 29%a	39 35%AFL	29 28%a	10 17%
Not very common	(2) 224 30%	23 39%eHI	13 32%	188 29%	9 29%	22 25%	24 40%eHI	17 28%	11 20%	16 21%	30 27%	35 34%hi	24 41%eHIj
Not common at all	(1) 25 3%	- -	3 8%Aej	22 3%	1 2%	1 1%	3 4%	2 3%	2 4%	2 3%	2 1%	7 6%aej	3 6%a
NET: Not common	249 33%	23 39%i	16 40%i	210 33%	10 31%	23 26%	27 45%EHj	18 31%	13 24%	18 23%	32 29%	42 40%Ehj	28 47%EHj
Don't know	261 35%	26 44%jK	12 30%	223 35%	7 22%	35 40%k	21 35%	22 36%	24 44%jK	34 45%JK	32 29%	27 26%	21 36%
Mean	2.50	2.33	2.32	2.53	2.76	2.65AFL	2.28	2.53	2.64	2.58afL	2.69AFKL	2.44l	2.17
Standard deviation	0.70	0.51	0.68	0.72	0.79	0.68	0.64	0.68	0.82	0.67	0.69	0.75	0.57
Standard error	0.03	0.08	0.13	0.03	0.18	0.10	0.10	0.11	0.14	0.10	0.08	0.08	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 24

Q.5 How common do you think the following health conditions are?**Rubella infection in a woman while pregnant****Base: All respondents who have at least heard of each health condition**

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2221	850	540	831	1390	252	419	430	340	322	458	722	634	358	507	286	904	1486	735	250
Weighted base	2211	503	705	1003	1208	224	316	393	402	362	514	709	635	368	498	270	878	1487	724	236
NET: Common	470 21%	99 20%	181 26%	190 19%	280 23%A	39 17%	67 21%	82 21%	85 21%	72 20%	125 24%c	137 19%	131 21%	79 21%	123 25%l	59 22%	172 20%	270 18%	200 28%O	72 31%O
Very common	(4) 56 3%	14 3%	14 2%	28 3%	28 2%	6 3%	14 4%fGH	13 3%	8 2%	5 1%	9 2%	10 1%	14 2%	14 4%l	18 4%l	10 4%	19 2%	22 1%	34 5%O	9 4%O
Fairly common	(3) 414 19%	85 17%	167 24%	162 16%	252 21%A	33 15%	53 17%	69 18%	76 19%	67 19%	116 23%CDe	127 18%	117 18%	65 18%	105 21%	49 18%	154 18%	248 17%	166 23%O	63 27%O
Not very common	(2) 1021 46%	243 48%	341 48%	437 44%	584 48%A	98 44%	132 42%	191 49%d	175 44%	179 49%d	245 48%	350 49%L	285 45%	178 48%l	207 42%	120 44%	407 46%	695 47%	326 45%	116 49%
Not common at all	(1) 162 7%	42 8%	50 7%	71 7%	92 8%	12 5%	26 8%	31 8%	34 9%	29 8%	30 6%	57 8%	48 8%	24 6%	33 7%	25 9%	70 8%	114 8%	48 7%	20 9%
NET: Not common	1183 54%	284 57%	391 55%	508 51%	675 56%A	110 49%	159 50%	222 56%	209 52%	208 57%cd	276 54%	408 57%jL	333 52%	202 55%l	241 48%	144 54%	477 54%	809 54%	374 52%	136 58%
Don't know	558 25%	119 24%	134 19%	305 30%B	253 21%	76 34%EGH	90 29%egH	89 23%	108 27%	82 23%	113 22%	165 23%	171 27%	87 24%	134 27%	66 25%	229 26%	408 27%PQ	150 21%	28 12%
Mean	2.22	2.19	2.25	2.21	2.23	2.23	2.24	2.21	2.20	2.17	2.26	2.17	2.21	2.25	2.30j	2.22	2.19	2.16	2.32O	2.29O
Standard deviation	0.66	0.67	0.64	0.67	0.65	0.65	0.74	0.68	0.67	0.63	0.62	0.62	0.66	0.67	0.70	0.72	0.65	0.62	0.71	0.70
Standard error	0.02	0.03	0.03	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03	0.02	0.03	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
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Absolutes/col percents

Table 24

Q.5 How common do you think the following health conditions are?**Rubella infection in a woman while pregnant****Base: All respondents who have at least heard of each health condition**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2221	201	117	1903	87	236	204	196	166	214	263	358	179
Weighted base	2211	192	113*	1907	96*	253	209	194	172	224	251	318	192
NET: Common	470 21%	27 14%	24 22%	419 22%A	25 26%A	66 26%Afl	38 18%	44 22%A	35 20%	50 23%A	61 24%A	66 21%a	34 18%
Very common	(4) 56 3%	3 2%	5 5%g	48 3%	4 5%g	5 2%	8 4%g	2 1%	5 3%	5 2%	9 3%	7 2%	3 2%
Fairly common	(3) 414 19%	23 12%	19 17%	372 19%A	20 21%a	61 24%AFI	30 14%	42 21%Af	30 18%	46 20%A	52 21%Af	59 19%a	31 16%
Not very common	(2) 1021 46%	102 53%cbEGJ	47 41%	872 46%	44 46%	100 40%	102 49%e	80 41%	85 50%e	101 45%	103 41%	158 50%Egj	99 52%Egj
Not common at all	(1) 162 7%	18 9%d	18 16%CDEGHJKL	127 7%	2 2%	18 7%	20 10%Dk	14 7%	12 7%	15 7%	14 6%	17 5%	14 7%
NET: Not common	1183 54%	120 62%CdEGJ	64 57%ej	999 52%	47 49%	118 47%	122 59%EgJ	93 48%	97 56%ej	116 52%	117 47%	175 55%ej	113 59%EgJ
Don't know	558 25%	45 24%	24 21%	488 26%	24 25%	68 27%	49 23%	57 29%	40 23%	57 26%	72 29%	76 24%	44 23%
Mean	2.22	2.08	2.13	2.24A	2.38AbFL	2.29AI	2.16	2.23a	2.21	2.24A	2.31Abfl	2.23A	2.16
Standard deviation	0.66	0.61	0.80	0.65	0.66	0.68	0.70	0.64	0.65	0.65	0.69	0.62	0.61
Standard error	0.02	0.05	0.08	0.02	0.08	0.05	0.06	0.05	0.06	0.05	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults
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Absolutes/col percents

Table 25

Q.5 How common do you think the following health conditions are?**Toxoplasmosis infection in a woman while pregnant****Base: All respondents who have at least heard of each health condition**

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	1489	618	409	462	1027	152	295	333	242	203	264	466	419	249	355	200	625	839	650	237
Weighted base	1477	368	535	574	903	131*	216	294	289	233	314	459	420	253	345	190	602	839	637	221
NET: Common	351 24%	96 26%	127 24%	127 22%	224 25%	26 20%	61 28%FG	90 31%CFGH	56 19%	46 20%	72 23%	107 23%	89 21%	61 24%	95 27%j	52 27%	131 22%	164 20%	187 29%O	70 32%O
Very common (4)	44 3%	17 5%	7 1%	19 3%	25 3%	6 4%h	12 6%FgH	14 5%FH	4 1%	5 2%	3 1%	12 3%	9 2%	9 4%	14 4%	14 7%N	13 2%	15 2%	30 5%O	12 5%O
Fairly common (3)	307 21%	79 21%	120 22%	108 19%	199 22%	21 16%	48 22%	77 26%CFG	52 18%	41 17%	69 22%	95 21%	80 19%	52 20%	80 23%	38 20%	118 20%	149 18%	157 25%O	58 26%O
Not very common (2)	617 42%	159 43%	239 45%	219 38%	397 44%a	62 47%dh	79 37%	125 42%	121 42%	119 51%DefH	112 36%	191 42%	184 44%L	117 46%L	124 36%	76 40%	262 43%	356 42%	261 41%	99 45%
Not common at all (1)	88 6%	29 8%	23 4%	37 6%	52 6%	6 5%	16 7%H	17 6%	22 8%H	17 7%H	10 3%	33 7%	26 6%	11 4%	18 5%	13 7%	42 7%	66 8%P	23 4%	12 5%
NET: Not common	705 48%	188 51%	262 49%	256 45%	449 50%a	68 52%H	95 44%	142 48%H	143 50%H	135 58%DEfH	122 39%	224 49%L	211 50%L	128 51%L	142 41%	89 47%	303 50%	422 50%P	284 45%	111 50%
Don't know	421 28%	85 23%	146 27%	191 33%B	230 25%	37 28%	60 28%e	62 21%	90 31%EG	52 22%	120 38%cDEG	128 28%	120 29%	64 25%	108 31%	49 26%	168 28%	254 30%Q	167 26%	40 18%
Mean	2.29	2.30	2.29	2.29	2.29	2.27	2.37FG	2.37FG	2.19	2.19	2.34FG	2.26	2.24	2.31	2.38IJ	2.38n	2.24	2.19	2.41O	2.39O
Standard deviation	0.68	0.73	0.60	0.71	0.66	0.68	0.78	0.71	0.65	0.63	0.60	0.68	0.65	0.65	0.71	0.79	0.66	0.66	0.68	0.71
Standard error	0.02	0.03	0.03	0.04	0.02	0.06	0.05	0.04	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.06	0.03	0.03	0.03	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 25

Q.5 How common do you think the following health conditions are?

Toxoplasmosis infection in a woman while pregnant

Base: All respondents who have at least heard of each health condition

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	1489	154	81	1254	52	142	137	128	115	138	189	231	122
Weighted base	1477	138	80*	1258	55*	157	135	130	119*	145	181	209	128
NET: Common	351 24%	22 16%	20 25%	309 25%A	17 31%Af	50 32%AFiKL	25 19%	30 23%	36 30%AFkl	32 22%	53 29%AFKI	41 20%	24 19%
Very common (4)	44 3%	1 1%	1 1%	42 3%	6 11%ABEFGiKL	5 3%	2 2%	1 *	5 4%ag	2 2%	13 7%AbFGiKL	7 3%	1 1%
Fairly common (3)	307 21%	21 16%	19 23%	267 21%	11 20%	46 29%AFiKL	23 17%	29 22%	31 26%ak	29 20%	40 22%	35 17%	23 18%
Not very common (2)	617 42%	61 44%e	27 33%	529 42%	19 34%	53 34%	65 48%BE	57 43%	47 39%	57 40%	74 41%	95 45%bE	64 50%BdE
Not common at all (1)	88 6%	10 8%	8 10%	70 6%	2 3%	6 4%	8 6%	8 6%	5 4%	8 6%	8 4%	16 8%	9 7%
NET: Not common	705 48%	72 52%E	34 43%	600 48%	20 38%	59 38%	73 54%dE	65 50%e	52 43%	66 45%	81 45%	111 53%dE	73 57%bDEHij
Don't know	421 28%	44 32%	26 33%	350 28%	17 31%	47 30%	37 28%	35 27%	32 27%	48 33%	47 26%	56 27%	30 24%
Mean	2.29	2.14	2.25	2.31A	2.57AbFGiKL	2.45AFGiKL	2.20	2.23	2.41AFgKL	2.26	2.43AFgiKL	2.21	2.17
Standard deviation	0.68	0.61	0.72	0.68	0.83	0.67	0.61	0.61	0.70	0.65	0.74	0.68	0.60
Standard error	0.02	0.06	0.10	0.02	0.14	0.07	0.06	0.06	0.08	0.07	0.06	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 26

Q.5 How common do you think the following health conditions are?**Listeria infection in a woman while pregnant****Base: All respondents who have at least heard of each health condition**

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	1640	619	436	585	1055	158	299	334	261	251	337	544	462	258	376	224	657	971	669	238
Weighted base	1640	370	569	701	939	147*	214	301	308	284	386	537	469	262	372	214	626	981	659	223
NET: Common	399 24%	101 27%	142 25%	156 22%	244 26%	45 31%g	53 25%	81 27%	69 22%	62 22%	90 23%	142 26%	103 22%	66 25%	89 24%	56 26%	149 24%	194 20%	205 31%O	76 34%O
Very common (4)	41 2%	10 3%	13 2%	17 2%	23 3%	8 6%GH	10 4%GH	8 3%	9 3%gh	2 1%	3 1%	11 2%	11 2%	5 2%	14 4%	10 5%n	14 2%	10 1%	31 5%O	13 6%O
Fairly common (3)	359 22%	91 25%	129 23%	138 20%	220 23%	36 25%	43 20%	73 24%	60 19%	59 21%	87 22%	131 24%j	92 20%	60 23%	75 20%	46 21%	135 22%	184 19%	174 26%O	63 28%O
Not very common (2)	631 39%	147 40%	235 41%	250 36%	382 41%a	46 32%	80 37%	129 43%ch	117 38%	123 43%Ch	136 35%	200 37%	185 39%	108 41%	138 37%	68 32%	251 40%M	380 39%	252 38%	95 43%
Not common at all (1)	80 5%	23 6%	28 5%	29 4%	51 5%	4 3%	15 7%h	13 4%	23 7%H	12 4%	13 3%	25 5%	25 5%	11 4%	19 5%	16 7%	34 5%	59 6%P	21 3%	12 5%
NET: Not common	712 43%	170 46%	263 46%	279 40%	433 46%A	51 34%	94 44%	142 47%CH	140 46%ch	136 48%CH	149 39%	225 42%	210 45%	120 46%	157 42%	84 39%	285 46%	439 45%	273 41%	107 48%
Don't know	529 32%	99 27%	164 29%	266 38%B	263 28%	51 35%e	67 31%	78 26%	99 32%	87 31%	147 38%Eg	170 32%	156 33%	77 29%	126 34%	74 35%	192 31%	348 35%PQ	181 27%	41 18%
Mean	2.32	2.33	2.32	2.33	2.32	2.51deFG h	2.32	2.34	2.26	2.26	2.34	2.35	2.28	2.32	2.34	2.36	2.30	2.23	2.45O	2.42O
Standard deviation	0.66	0.69	0.65	0.66	0.66	0.72	0.74	0.64	0.71	0.59	0.60	0.65	0.66	0.63	0.70	0.78	0.66	0.63	0.68	0.72
Standard error	0.02	0.03	0.04	0.04	0.02	0.07	0.05	0.04	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.06	0.03	0.03	0.03	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

* small base

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Absolutes/col percents

Table 26

Q.5 How common do you think the following health conditions are?**Listeria infection in a woman while pregnant****Base: All respondents who have at least heard of each health condition**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	1640	161	88	1391	52	179	147	142	124	171	191	255	130
Weighted base	1640	156	90*	1394	55*	194	142	144	132	179	184	229	134
NET: Common	399 24%	39 25%l	21 24%	339 24%	16 29%l	55 29%kL	33 23%	35 24%l	40 30%kL	42 23%	50 27%L	48 21%	20 15%
Very common	(4) 41 2%	3 2%	- -	37 3%	3 5%bl	8 4%bl	2 2%	2 1%	5 4%bl	4 2%	7 4%l	6 3%	1 *
Fairly common	(3) 359 22%	36 23%	21 24%	301 22%	13 24%	47 24%l	30 21%	33 23%	35 26%L	38 21%	44 24%l	42 18%	20 15%
Not very common	(2) 631 39%	54 35%	32 35%	546 39%	18 32%	69 35%	59 41%	54 37%	55 42%	59 33%	68 37%	95 41%	69 52%ABDEfGIJK
Not common at all	(1) 80 5%	8 5%	10 11%CEfghj	62 4%	2 3%	6 3%	4 3%	6 4%	5 3%	9 5%	9 5%	17 7%ef	5 4%
NET: Not common	712 43%	63 40%	41 46%	608 44%	19 35%	75 39%	63 44%	60 41%	60 45%	68 38%	77 42%	112 49%el	74 55%ADEFgIJ
Don't know	529 32%	54 35%h	27 30%	447 32%	20 36%	63 33%	47 33%	50 34%	33 25%	69 39%H	57 31%	70 30%	39 29%
Mean	2.32	2.33l	2.19	2.33	2.48	2.44BKL	2.32l	2.32l	2.41bkL	2.33l	2.38kL	2.23	2.17
Standard deviation	0.66	0.68	0.68	0.66	0.72	0.69	0.60	0.62	0.67	0.68	0.69	0.69	0.51
Standard error	0.02	0.07	0.09	0.02	0.13	0.06	0.06	0.06	0.07	0.07	0.06	0.05	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

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Absolutes/col percents

Table 27

CMV, or cytomegalovirus is a common virus that is harmless to most people but can be very dangerous to unborn babies (called “congenital” CMV when it affects the unborn baby). About one third of women who become infected with CMV for the first time during pregnancy pass the virus to their unborn babies. About 1 of every 5 children born with congenital CMV infection will develop permanent problems. These include hearing loss, physical and motor impairment, seizures, autism, ADHD or visual impairment. Congenital CMV is more common than Down's syndrome, Toxoplasmosis, Listeria, Rubella, Spina Bifida or Cystic Fibrosis.

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

Summary

Base: All respondents

	Statements					
	CMV is a serious health condition for unborn babies	Pregnant women should be given advice about preventing CMV infection during pregnancy	Hearing about CMV infection and the problems it can cause makes me feel worried	CMV infection is less common than I expected	It is easy to prevent CMV infection	I was aware of most the information about CMV infection provided on the previous screen
Unweighted base	2562	2562	2562	2562	2562	2562
Weighted base	2562	2562	2562	2562	2562	2562
NET: Agree	2248 88%	2327 91%	1422 55%	528 21%	1938 76%	385 15%
Strongly agree (4)	1399 55%	1674 65%	451 18%	132 5%	463 18%	114 4%
Tend to agree (3)	849 33%	653 26%	971 38%	396 15%	1475 58%	271 11%
Tend to disagree (2)	63 2%	46 2%	576 22%	744 29%	233 9%	544 21%
Strongly disagree (1)	13 1%	6 *	243 9%	538 21%	29 1%	1374 54%
NET: Disagree	76 3%	52 2%	819 32%	1282 50%	262 10%	1918 75%
Don't know	238 9%	183 7%	321 13%	752 29%	361 14%	259 10%
Mean	3.56	3.68	2.73	2.07	3.08	1.62
Standard deviation	0.58	0.52	0.90	0.90	0.60	0.88
Standard error	0.01	0.01	0.02	0.02	0.01	0.02

Perceptions of CMV Survey - Nationally Representative of GB Adults

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Absolutes/col percents

Table 28

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

CMV is a serious health condition for unborn babies

Base: All respondents

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Agree	2248	523	680	1044	1204	252	345	395	405	357	495	728	639	371	510	280	881	1596	652	213
	88%	88%	94%	84%	92%A	81%	81%	86% ^d	91% ^{CDE}	93% ^{CDE}	92% ^{CDE}	90% ^{JL}	85%	90% ^j	86%	90% ^N	84%	88%	88%	89%
Strongly agree	(4) 1399	348	488	563	836	142	200	230	259	221	346	456	388	225	330	172	508	1003	396	130
	55%	59%	67%	45%	64%A	46%	47%	50%	58% ^{CDE}	58% ^{CDE}	64% ^{CDEfg}	57% ^j	52%	55%	56%	55% ^N	48%	55%	53%	55%
Tend to agree	(3) 849	175	192	482	367	110	144	164	146	136	148	271	251	145	181	108	373	593	256	83
	33%	30%	27%	39%B	28%	35% ^H	34% ^H	36% ^H	33%	35% ^H	28%	34%	34%	35%	30%	35%	35%	33%	34%	35%
Tend to disagree	(2) 63	13	10	40	23	11	18	8	12	9	4	20	23	6	15	6	35	33	30	13
	2%	2%	1%	3%B	2%	4% ^H	4% ^{EH}	2%	3% ^H	2% ^h	1%	2%	3%	1%	2%	2%	3%	2%	4% ^O	5% ^O
Strongly disagree	(1) 13	5	3	5	8	2	1	2	1	4	3	7	4	1	2	1	5	11	2	-
	1%	1%	*	*	1%	*	*	*	*	1%	1%	1%	*	*	*	*	*	1%	*	-
NET: Disagree	76	17	13	46	31	13	19	11	13	13	8	27	27	7	16	7	40	45	32	13
	3%	3%	2%	4% ^b	2%	4% ^H	5% ^{eH}	2%	3%	3% ^h	1%	3%	4%	2%	3%	2%	4%	2%	4% ^O	5% ^O
Don't know	238	51	29	157	80	45	59	55	28	14	37	52	83	35	67	24	133	179	59	12
	9%	9%	4%	13%B	6%	14% ^{FGH}	14% ^{FGH}	12% ^{FGH}	6%	4%	7% ^G	6%	11% ^I	9%	11% ^I	8%	13% ^M	10% ^Q	8%	5%
Mean	3.56	3.60	3.68	3.47	3.65 ^A	3.48	3.49	3.54	3.59 ^{CD}	3.55	3.67 ^{CDEF}	3.56	3.54	3.57	3.59	3.57	3.50	3.58 ^p	3.53	3.52
Standard deviation	0.58	0.58	0.52	0.59	0.55	0.61	0.61	0.57	0.56	0.60	0.53	0.59	0.59	0.54	0.56	0.56	0.60	0.57	0.60	0.61
Standard error	0.01	0.02	0.02	0.02	0.01	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.03	0.02	0.01	0.02	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults

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Absolutes/col percents

Table 28

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

CMV is a serious health condition for unborn babies

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Agree	2248 88%	212 95% CBEFGJK	106 83%	1930 87%	100 90% j	249 85%	191 85%	197 86%	174 92% BefJ	225 91% BEFJ	268 81%	319 89% J	206 91% BefJ
Strongly agree	(4) 1399 55%	135 60% EJ	66 52%	1198 54%	59 52%	149 51%	134 59% ej	127 56%	108 57%	138 56%	165 50%	194 54%	125 55%
Tend to agree	(3) 849 33%	77 34% f	40 31%	732 33%	42 37% f	100 34% f	58 26%	70 31%	66 35% f	87 35% F	103 31%	126 35% F	82 36% F
Tend to disagree	(2) 63 2%	1 1%	4 3%	58 3% a	2 2%	7 3%	4 2%	12 5% AfHikl	2 1%	5 2%	14 4% Ah	8 2%	4 2%
Strongly disagree	(1) 13 1%	2 1%	-	12 1%	-	2 1%	1 *	2 1%	2 1%	3 1% j	-	2 1%	1 *
NET: Disagree	76 3%	3 1%	4 3%	70 3%	2 2%	9 3%	5 2%	13 6% AfHl	4 2%	7 3%	14 4% a	11 3%	5 2%
Don't know	238 9%	9 4%	18 14% AgHkL	210 10% A	10 9%	35 12% Ahll	29 13% AhkL	18 8%	13 7%	14 6%	48 14% AGHIKL	29 8% a	15 7%
Mean	3.56	3.61	3.57	3.56	3.56	3.54	3.65 egjk	3.53	3.58	3.55	3.54	3.55	3.56
Standard deviation	0.58	0.54	0.56	0.58	0.54	0.59	0.55	0.64	0.57	0.60	0.59	0.59	0.55
Standard error	0.01	0.04	0.05	0.01	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 29

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

Pregnant women should be given advice about preventing CMV infection during pregnancy

Base: All respondents

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Agree	2327 91%	539 91%	701 97%	1088 87%	1239 94%A	256 83%	359 85%	412 89%CD	414 93%CD	373 97%CDEF	514 95%CDE	765 95%JKL	662 88%	369 89%	531 89%	286 92%n	926 88%	1662 91%	665 90%	218 92%
Strongly agree	(4) 1674 65%	405 69%	564 78%	704 56%	970 74%A	193 62%	235 56%	269 58%	307 69%DE	267 70%cDE	403 75%CDEf	526 65%	472 63%	276 67%	399 67%	196 63%	626 59%	1213 67%P	461 62%	147 62%
Tend to agree	(3) 653 26%	133 23%	137 19%	384 31%B	270 21%	63 20%	124 29%CH	143 31%CFH	107 24%	106 28%cH	111 21%	238 30%KL	191 25%	93 22%	131 22%	90 29%	301 29%	450 25%	204 27%	71 30%
Tend to disagree	(2) 46 2%	7 1%	5 1%	33 3%B	12 1%	14 4%EFGH	16 4%EFGH	4 1%	7 2%g	1 *	3 1%	9 1%	18 2%i	6 2%	12 2%	3 1%	23 2%	21 1%	25 3%O	7 3%O
Strongly disagree	(1) 6 *	4 1%	1 *	1 *	5 *	1 *	3 1%h	1 *	1 *	- -	- -	2 *	3 *	- -	2 *	2 1%	3 *	4 *	2 *	1 1%
NET: Disagree	52 2%	11 2%	6 1%	35 3%B	17 1%	15 5%EFGH	19 4%EFGH	5 1%	8 2%g	1 *	3 1%	11 1%	21 3%i	6 2%	14 2%	5 2%	26 2%	25 1%	27 4%O	9 4%O
Don't know	183 7%	42 7%	16 2%	125 10%B	58 4%	39 13%FGH	46 11%FGH	43 9%FGH	24 5%g	10 3%	21 4%	31 4%	66 9%l	38 9%l	49 8%l	19 6%	102 10%m	132 7%	51 7%	11 5%
Mean	3.68	3.71	3.79	3.60	3.75A	3.65	3.57	3.63	3.70DE	3.71DE	3.77CDEF	3.66	3.66	3.72ij	3.70	3.65	3.63	3.70PQ	3.62	3.61
Standard deviation	0.52	0.52	0.44	0.56	0.48	0.59	0.61	0.52	0.51	0.46	0.44	0.51	0.55	0.49	0.52	0.54	0.55	0.50	0.57	0.58
Standard error	0.01	0.02	0.02	0.02	0.01	0.03	0.03	0.02	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.03	0.02	0.01	0.02	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 29

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

Pregnant women should be given advice about preventing CMV infection during pregnancy

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Agree	2327 91%	212 94% ^c BEFJ	112 88%	2003 91%	102 91%	250 85%	199 88%	207 91% ^j	180 94% ^{BEFJ}	235 95% ^{BEFgJ}	278 85%	338 94% ^{BEFJ}	214 95% ^{BEFJ}
Strongly agree	(4) 1674 65%	156 69% ^{EG}	77 61%	1440 65%	70 63%	170 58%	156 69% ^{Eg}	136 60%	126 66%	168 68% ^{Eg}	205 62%	254 71% ^{bEGJ}	156 69% ^{Eg}
Tend to agree	(3) 653 26%	56 25%	34 27%	563 25%	32 29% ^f	80 27% ^F	43 19%	71 31% ^{FJk}	54 28% ^F	67 27% ^f	73 22%	84 23%	59 26%
Tend to disagree	(2) 46 2%	2 1%	2 2%	42 2%	1 1%	10 3% ^{Hil}	5 2% ⁱ	4 2%	1 *	1 *	11 3% ^{Hil}	7 2%	2 1%
Strongly disagree	(1) 6 *	1 1%	1 1%	4 *	- -	- -	- -	1 *	- -	1 1%	1 *	1 *	- -
NET: Disagree	52 2%	4 2%	3 2%	45 2%	1 1%	10 3% ^{Hil}	5 2%	4 2%	1 *	2 1%	12 4% ^{Hil}	8 2%	2 1%
Don't know	183 7%	9 4%	13 10% ^{AIKI}	161 7% ^a	9 8%	33 11% ^{AHIKL}	21 9% ^{AIKI}	17 8% ^{ik}	10 5%	9 4%	38 12% ^{AHIKL}	14 4%	10 4%
Mean	3.68	3.70	3.64	3.68	3.67	3.62	3.74 ^{EG}	3.62	3.70	3.69	3.66	3.71 ^{Eg}	3.71 ^e
Standard deviation	0.52	0.52	0.57	0.52	0.50	0.56	0.50	0.53	0.47	0.51	0.57	0.51	0.47
Standard error	0.01	0.03	0.05	0.01	0.05	0.04	0.03	0.04	0.04	0.03	0.03	0.03	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

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Absolutes/col percents

Table 30

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

Hearing about CMV infection and the problems it can cause makes me feel worried

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			Heard of it and know what it is (q)	
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)		
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253	
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238	
NET: Agree	1422	385	400	637	785	203	272	232	204	195	315	449	426	231	315	169	567	966	456	153	
	55%	65%	55%	51%	60%A	66%EFgH	64%EFgH	50%	46%	51%	58%EFG	56%	57%	56%	53%	55%	54%	53%	61%O	64%O	
Strongly agree	(4)	451	133	141	177	274	82	92	65	61	61	90	121	143	80	107	62	178	288	163	47
	18%	22%	19%	14%	21%A	26%EFGH	22%EFGH	14%	14%	16%	17%	15%	19%i	19%i	18%	20%	17%	16%	22%O	20%	
Tend to agree	(3)	971	252	259	459	511	121	180	167	144	134	225	329	284	151	208	107	388	679	292	106
	38%	43%	36%	37%	39%	39%	42%eFG	36%	32%	35%	42%Fg	41%L	38%	36%	35%	35%	37%	37%	39%	45%O	
Tend to disagree	(2)	576	103	164	309	267	55	64	113	132	112	100	203	146	92	135	72	234	417	159	45
	22%	17%	23%	25%B	20%	18%	15%	24%cDH	30%CDH	29%CDH	19%	25%J	20%	22%	23%	23%	22%	23%	21%	19%	
Strongly disagree	(1)	243	42	84	118	126	8	32	52	61	44	45	70	88	31	53	38	101	193	51	22
	9%	7%	12%	9%	10%	3%	7%C	11%Cd	14%CDH	11%Cd	8%C	9%	12%iK	8%	9%	12%	10%	11%P	7%	9%	
NET: Disagree	819	145	248	426	393	63	96	165	193	156	146	274	235	123	188	110	335	610	209	67	
	32%	24%	34%	34%B	30%	20%	23%	36%CDH	43%CDEH	41%CDH	27%c	34%	31%	30%	32%	35%	32%	34%P	28%	28%	
Don't know	321	62	75	184	137	43	56	63	48	33	78	83	88	60	90	31	152	243	78	17	
	13%	10%	10%	15%B	10%	14%g	13%g	14%G	11%	9%	14%G	10%	12%	14%i	15%j	10%	14%m	13%pQ	10%	7%	
Mean	2.73	2.90	2.70	2.65	2.79A	3.04dEFG	2.90EFGH	2.62	2.51	2.60	2.78EFG	2.69	2.73	2.79	2.73	2.69	2.72	2.67	2.85O	2.81o	
						H															
Standard deviation	0.90	0.87	0.95	0.88	0.92	0.80	0.87	0.91	0.93	0.92	0.87	0.86	0.95	0.89	0.91	0.96	0.91	0.91	0.88	0.89	
Standard error	0.02	0.03	0.04	0.03	0.02	0.05	0.04	0.04	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.03	0.02	0.03	0.06	

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 30

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

Hearing about CMV infection and the problems it can cause makes me feel worried

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Agree	1422 55%	125 55%	73 58%	1224 55%	58 52%	160 55%	119 53%	122 53%	97 51%	133 54%	186 57%	210 59%	138 61%h
Strongly agree	(4) 451 18%	41 18%	21 17%	388 18%	20 18%	42 14%	39 17%	43 19%	24 13%	33 13%	76 23%EHl	68 19%hi	42 19%
Tend to agree	(3) 971 38%	83 37%	52 41%	835 38%	38 34%	118 40%	80 35%	78 34%	73 38%	100 41%	110 33%	142 40%	96 42%j
Tend to disagree	(2) 576 22%	55 25%	27 21%	493 22%	36 32%begJKL	64 22%	52 23%	51 22%	51 27%j	57 23%	63 19%	74 21%	47 21%
Strongly disagree	(1) 243 9%	21 9% ^d	9 7%	214 10%	4 4%	24 8%	25 11% ^D	27 12% ^D	19 10% ^d	32 13% ^{bDel}	30 9%	35 10% ^d	17 7%
NET: Disagree	819 32%	76 34%	36 28%	707 32%	40 36%	88 30%	77 34%	78 34%	70 37% ^{jl}	89 36% ^{jl}	93 28%	109 30%	64 28%
Don't know	321 13%	24 11%	18 14%	279 13%	14 13%	45 15% ⁱ	30 13%	29 12%	23 12%	24 10%	50 15% ⁱ	40 11%	24 11%
Mean	2.73	2.72	2.79 ⁱ	2.72	2.76	2.72	2.68	2.69	2.61	2.60	2.84 ^{fHI}	2.76 ⁱ	2.81 ^{hI}
Standard deviation	0.90	0.91	0.85	0.91	0.82	0.86	0.94	0.96	0.87	0.91	0.95	0.91	0.86
Standard error	0.02	0.06	0.08	0.02	0.09	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 31

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

CMV infection is less common than I expected

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			Heard of it and know what it is (q)
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Agree	528 21%	113 19%	134 19%	281 23%B	247 19%	67 22%	108 25%EF	89 19%	82 18%	72 19%	110 20%	162 20%	146 19%	94 23%	126 21%	66 21%	243 23%	292 16%	235 32%O	83 35%O
Strongly agree	(4) 5%	28 5%	32 4%	72 6%	60 5%	27 9%EF	27 6%h	18 4%	22 5%	17 4%	21 4%	35 4%	38 5%	23 6%	35 6%	20 6%	56 5%	71 4%	61 8%O	16 7%O
Tend to agree	(3) 15%	85 14%	102 14%	209 17%	187 14%	40 13%	81 19%cF	71 15%	60 13%	55 14%	90 17%	127 16%	108 14%	70 17%	91 15%	46 15%	187 18%	221 12%	175 24%O	67 28%O
Tend to disagree	(2) 29%	183 31%	213 29%	349 28%	395 30%	87 28%	116 27%	139 30%	127 29%	133 35%D	141 26%	262 32%L	214 29%	123 30%I	145 24%	105 34%n	295 28%	499 27%	245 33%O	83 35%O
Strongly disagree	(1) 21%	151 25%	168 23%	219 18%	319 24%A	67 21%	84 20%	89 19%	115 26%DE	75 19%	110 20%	175 22%	154 21%	82 20%	127 21%	56 18%	224 21%	402 22%p	136 18%	44 18%
NET: Disagree	1282 50%	333 56%	381 53%	567 45%	714 54%A	154 50%	200 47%	228 49%	242 54%D	208 54%d	250 46%	436 54%j	368 49%	205 50%	272 46%	161 52%	519 49%	901 50%	381 51%	126 53%
Don't know	752 29%	145 25%	208 29%	399 32%B	353 27%	89 29%	116 27%	144 31%	122 27%	103 27%	178 33%df	207 26%	236 31%I	114 28%	195 33%k	83 27%	292 28%	626 34%P	126 17%	28 12%
Mean	2.07	1.98	2.00	2.16B	1.99	2.12	2.17F	2.06	1.97	2.05	2.06	2.04	2.06	2.12	2.08	2.13	2.10	1.97	2.26O	2.27O
Standard deviation	0.90	0.88	0.88	0.90	0.88	0.98	0.93	0.86	0.90	0.84	0.88	0.86	0.90	0.90	0.95	0.89	0.91	0.87	0.91	0.88
Standard error	0.02	0.03	0.04	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.05	0.05	0.06	0.03	0.03	0.04	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 31

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

CMV infection is less common than I expected

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Agree	528 21%	41 18%	24 19%	463 21%	30 27%aeF	55 19%	34 15%	54 24%F	36 19%	53 22%f	82 25%aeF	72 20%	47 21%
Strongly agree	(4) 132 5%	12 5%	7 5%	113 5%	16 15%ABEFGHIJKL	12 4%	7 3%	8 4%	7 4%	10 4%	23 7%f	19 5%	11 5%
Tend to agree	(3) 396 15%	29 13%	17 13%	350 16%	14 13%	42 14%	27 12%	45 20%aF	30 16%	43 17%	59 18%f	53 15%	36 16%
Tend to disagree	(2) 744 29%	80 36%ChJKL	34 27%	629 28%	35 31%	94 32%l	64 28%	70 31%	50 26%	76 31%	87 26%	99 27%	55 24%
Strongly disagree	(1) 538 21%	47 21%	29 23%	462 21%	22 20%	53 18%	49 22%	46 20%	41 21%	56 23%	56 17%	81 23%j	58 26%eJ
NET: Disagree	1282 50%	128 57%CJ	63 49%	1091 49%	58 51%	147 50%	113 50%	115 51%	91 48%	132 54%J	143 43%	180 50%	112 50%
Don't know	752 29%	56 25%	41 32%	655 30%	24 21%	91 31%d	78 34%ADgI	59 26%	63 33%di	61 25%	105 32%di	108 30%	67 30%
Mean	2.07	2.03	2.02	2.07	2.28aFhikl	2.07	1.94	2.10	2.02	2.04	2.22aFhikL	2.04	2.00
Standard deviation	0.90	0.86	0.92	0.90	1.05	0.85	0.84	0.85	0.88	0.87	0.93	0.91	0.93
Standard error	0.02	0.06	0.09	0.02	0.12	0.06	0.07	0.07	0.08	0.07	0.06	0.05	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 32

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

It is easy to prevent CMV infection

Base: All respondents

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant				
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)	
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253	
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238	
NET: Agree	1938	445	584	909	1029	205	303	356	339	320	414	638	561	314	426	248	775	1354	584	191	
	76%	75%	81%	73%	78%A	66%	72%	77%Cd	76%C	84%CDEFH7%Cd	79%jL	75%	76%	72%	80%N	74%	74%	74%	79%O	80%o	
Strongly agree	(4)	463	112	152	199	264	48	69	83	92	77	93	147	121	83	112	66	180	307	156	52
		18%	19%	21%	16%	20%A	16%	16%	18%	21%	20%	17%	18%	16%	20%	19%	21%	17%	21%O	22%o	
Tend to agree	(3)	1475	334	432	710	765	157	234	273	247	243	321	491	439	231	314	182	595	1048	428	139
		58%	56%	60%	57%	58%	51%	55%	59%C	56%	63%CDF	60%C	61%L	59%l	56%	53%	59%	56%	58%	58%	58%
Tend to disagree	(2)	233	59	53	121	112	45	43	31	48	23	43	88	71	23	51	24	103	149	84	30
		9%	10%	7%	10%	9%	14%EGH	10%eG	7%	11%eG	6%	8%	11%K	9%K	6%	9%	8%	10%	8%	11%O	13%O
Strongly disagree	(1)	29	10	9	11	18	3	7	4	5	3	7	8	9	3	9	2	11	23	6	2
		1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
NET: Disagree		262	69	62	132	130	48	50	36	53	26	49	96	80	27	60	26	114	172	90	32
		10%	12%	9%	11%	10%	16%EGH	12%EG	8%	12%eG	7%	9%	12%K	11%K	6%	10%k	8%	11%	9%	12%o	14%o
Don't know		361	78	78	206	155	56	70	69	53	37	75	72	109	72	108	36	165	293	68	14
		14%	13%	11%	17%B	12%	18%FG	17%fG	15%G	12%	10%	14%g	9%	15%l	18%l	18%l	12%	16%	16%PQ	9%	6%
Mean		3.08	3.07	3.13	3.05	3.10	2.99	3.03	3.11Cd	3.09	3.14CD	3.08	3.06	3.05	3.15J	3.09	3.14n	3.06	3.07	3.09	3.08
Standard deviation		0.60	0.64	0.60	0.59	0.61	0.65	0.63	0.57	0.63	0.56	0.59	0.60	0.60	0.57	0.63	0.59	0.60	0.60	0.62	0.64
Standard error		0.01	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.02	0.02	0.02	0.02	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 32

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

It is easy to prevent CMV infection

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Agree	1938 76%	177 79%Fj	92 72%	1669 76%	80 71%	213 73%	155 69%	174 76%	157 83%BDEFJ	192 78%Fj	232 71%	281 78%FJ	183 81%bdeFJ
Strongly agree	(4) 463 18%	47 21%l	18 14%	399 18%	22 19%	48 16%	41 18%	47 20%i	31 16%	33 13%	72 22%bl	61 17%	45 20%i
Tend to agree	(3) 1475 58%	131 58%J	74 58%j	1270 57%	58 52%	165 56%j	114 51%	128 56%	127 67%DEFGJ	160 65%DeFgJ	160 49%	220 61%FJ	137 61%fJ
Tend to disagree	(2) 233 9%	21 10%	11 8%	201 9%	8 7%	28 10%	19 8%	20 9%	10 5%	26 11%h	34 10%h	35 10%	20 9%
Strongly disagree	(1) 29 1%	- -	1 1%	28 1%	3 3%A	1 *	4 2%a	5 2%A	1 1%	4 2%a	3 1%	6 2%a	2 1%
NET: Disagree	262 10%	21 10%	12 9%	229 10%	11 10%	30 10%	23 10%	25 11%h	11 6%	30 12%H	37 11%h	41 11%h	22 10%
Don't know	361 14%	26 12%	24 19%ahIKL	311 14%	21 19%iIKL	50 17%iIKL	47 21%AGHIKL	29 13%	22 11%	24 10%	60 18%ahIKL	37 10%	22 10%
Mean	3.08	3.13l	3.05	3.07	3.09	3.07	3.07	3.08	3.11i	3.00	3.12l	3.04	3.11i
Standard deviation	0.60	0.57	0.56	0.61	0.67	0.58	0.66	0.65	0.51	0.58	0.65	0.61	0.59
Standard error	0.01	0.04	0.05	0.01	0.07	0.04	0.05	0.05	0.04	0.04	0.04	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 33

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

I was aware of most the information about CMV infection provided on the previous screen

Base: All respondents

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Agree	385 15%	104 18%	93 13%	188 15%	197 15%	66 21%FGH	81 19%FGH	79 17%GH	59 13%	44 11%	56 10%	115 14%	115 15%	69 17%	86 15%	57 18%	162 15%	154 8%	232 31%O	120 50%O
Strongly agree	(4) 114 4%	33 6%	35 5%	47 4%	68 5%	17 5%	26 6%H	21 5%	19 4%	15 4%	17 3%	38 5%	30 4%	23 6%	23 4%	28 9%N	46 4%	39 2%	75 10%O	41 17%O
Tend to agree	(3) 271 11%	71 12%	58 8%	142 11%	129 10%	49 16%FGH	55 13%fGH	58 13%GH	41 9%	29 7%	39 7%	77 10%	85 11%	46 11%	63 11%	29 9%	116 11%	114 6%	156 21%O	79 33%O
Tend to disagree	(2) 544 21%	123 21%	164 23%	257 21%	287 22%	39 12%	96 23%C	92 20%C	93 21%C	99 26%Ce	125 23%C	194 24%Jl	140 19%	95 23%	116 20%	78 25%	231 22%	312 17%	233 31%O	68 28%O
Strongly disagree	(1) 1374 54%	319 54%	419 58%	636 51%	738 56%A	157 51%	194 46%	236 51%	249 56%D	220 57%D	318 59%CDE	446 55%K	409 55%k	202 49%	317 53%	152 49%	523 50%	1166 64%PQ	208 28%	33 14%
NET: Disagree	1918 75%	442 75%	583 81%	893 72%	1025 78%A	195 63%	290 68%	328 71%C	342 77%CD	320 83%CDEF	443 82%CDEF	639 79%JKL	549 73%	297 72%	433 73%	230 74%	754 72%	1478 81%PQ	441 59%	101 42%
Don't know	259 10%	46 8%	47 7%	166 13%B	93 7%	49 16%FGH	53 12%GH	53 11%GH	44 10%G	20 5%	40 7%	52 6%	85 11%l	47 11%l	74 12%l	24 8%	138 13%M	188 10%	70 9%	17 7%
Mean	1.62	1.67	1.57	1.63	1.61	1.72gH	1.76FGH	1.67gH	1.57	1.56	1.51	1.61	1.60	1.70	1.60	1.77n	1.66	1.40	2.15O	2.58O
Standard deviation	0.88	0.92	0.85	0.87	0.88	0.98	0.95	0.91	0.85	0.81	0.78	0.86	0.88	0.92	0.87	0.98	0.88	0.73	0.98	0.96
Standard error	0.02	0.03	0.04	0.03	0.02	0.06	0.04	0.04	0.05	0.05	0.04	0.03	0.03	0.05	0.04	0.06	0.03	0.02	0.04	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 33

Q.6 Having read the information on the previous screen, to what extent do you agree or disagree with the following statements?

I was aware of most the information about CMV infection provided on the previous screen

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Agree	385 15%	30 13%	21 16%	334 15%	23 20% <i>Fil</i>	47 16%	26 11%	41 18% <i>fl</i>	24 12%	30 12%	67 21% <i>aFHIkL</i>	52 14%	25 11%
Strongly agree	(4) 114 4%	5 2%	3 2%	107 5% <i>a</i>	12 11% <i>ABEFHIkL</i>	11 4%	4 2%	14 6% <i>AFHI</i>	3 2%	12 5%	24 7% <i>AbeFHL</i>	20 6% <i>afh</i>	6 2%
Tend to agree	(3) 271 11%	25 11%	18 14% <i>i</i>	227 10%	11 10%	35 12% <i>i</i>	21 9%	27 12%	20 11%	18 7%	43 13% <i>l</i>	32 9%	20 9%
Tend to disagree	(2) 544 21%	58 26% <i>g</i>	29 23%	458 21%	21 19%	66 23%	46 20%	42 18%	41 22%	56 23%	64 19%	73 20%	49 22%
Strongly disagree	(1) 1374 54%	124 55% <i>EJ</i>	59 46%	1191 54%	57 51%	133 45%	128 57% <i>bEJ</i>	126 55% <i>EJ</i>	112 59% <i>BEJ</i>	145 59% <i>BEJ</i>	149 45%	203 57% <i>bEJ</i>	139 61% <i>BEJ</i>
NET: Disagree	1918 75%	181 81% <i>cBDEJ</i>	88 69%	1649 75%	78 69%	199 68%	174 77% <i>EJ</i>	168 74% <i>J</i>	153 80% <i>BdEJ</i>	201 81% <i>BDEgJ</i>	213 65%	276 77% <i>bEJ</i>	188 83% <i>BDEgJ</i>
Don't know	259 10%	13 6%	19 15% <i>AgHIkL</i>	226 10% <i>a</i>	11 10%	47 16% <i>AGHIkL</i>	26 11% <i>ail</i>	20 9%	14 7%	16 6%	49 15% <i>AgHIkL</i>	31 9%	13 6%
Mean	1.62	1.58	1.671	1.62	1.78a <i>FHIkL</i>	1.69 <i>FhL</i>	1.51	1.66 <i>l</i>	1.52	1.55	1.80a <i>AFHIkL</i>	1.60	1.49
Standard deviation	0.88	0.79	0.84	0.89	1.06	0.88	0.77	0.94	0.77	0.85	1.00	0.90	0.77
Standard error	0.02	0.05	0.08	0.02	0.11	0.06	0.05	0.06	0.06	0.06	0.06	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 34

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Summary**Base: All respondents**

	Measures				
	Wash hands with soap and water after coming into contact with any bodily fluids. Wash well for 15 to 20 seconds	Avoid sharing your baby's dummies, your cutlery, drinks or food with anyone	Avoid kissing young children under the age of 6 on the mouth or cheek; instead, kiss them on the head or give them a big hug	Wash any items that have been contaminated by bodily fluids with soap and water	Use condoms during sexual intercourse after conception
Unweighted base	2562	2562	2562	2562	2562
Weighted base	2562	2562	2562	2562	2562
NET: Realistic	2245 88%	2154 84%	1747 68%	2231 87%	1856 72%
Very realistic (4)	1680 66%	1596 62%	1076 42%	1613 63%	1209 47%
Fairly realistic (3)	565 22%	558 22%	671 26%	618 24%	647 25%
Fairly unrealistic (2)	88 3%	153 6%	393 15%	85 3%	308 12%
Very unrealistic (1)	23 1%	40 2%	183 7%	27 1%	123 5%
NET: Unrealistic	112 4%	193 8%	576 22%	112 4%	431 17%
Don't know	205 8%	216 8%	238 9%	218 9%	275 11%
Mean	3.66	3.58	3.14	3.63	3.29
Standard deviation	0.60	0.69	0.96	0.61	0.89
Standard error	0.01	0.01	0.02	0.01	0.02

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 35

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Wash hands with soap and water after coming into contact with any bodily fluids. Wash well for 15 to 20 seconds

Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant		
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Realistic	2245 88%	530 90%	668 92%	1048 84%	1198 91%A	253 82%	361 85%	408 89%C	396 89%C	346 90%CD	479 89%C	730 91%JL	650 87%	362 88%	503 85%	284 91%N	909 86%	1590 87%	655 88%	209 88%
Very realistic	(4) 1680 66%	392 66%	559 77%	730 59%	951 72%A	172 55%	248 58%	289 63%c	305 68%CD	269 70%CDE	398 74%CDEF	523 65%	490 65%	279 68%	389 65%	201 65%	641 61%	1194 66%	486 65%	151 64%
Fairly realistic	(3) 565 22%	138 23%	109 15%	318 25%B	247 19%	81 26%H	114 27%FGH	119 26%fgh	92 21%H	77 20%h	81 15%	207 26%jkl	160 21%	83 20%	115 19%	83 27%	268 25%	395 22%	169 23%	57 24%
Fairly unrealistic	(2) 88 3%	25 4%	14 2%	50 4%	39 3%	22 7%EGH	25 6%EGH	13 3%h	17 4%gH	5 1%	6 1%	29 4%	22 3%	19 5%	18 3%	8 3%	49 5%	48 3%	40 5%O	17 7%O
Very unrealistic	(1) 23 1%	4 1%	5 1%	15 1%	9 1%	1 *	4 1%	5 1%	1 *	8 2%F	5 1%	6 1%	7 1%	5 1%	5 1%	2 1%	8 1%	18 1%	6 1%	4 1%
NET: Unrealistic	112 4%	28 5%	19 3%	64 5%b	47 4%	23 7%efgH	29 7%efGH	18 4%	18 4%	13 3%	11 2%	35 4%	30 4%	24 6%	24 4%	10 3%	57 5%	66 4%	46 6%O	21 9%O
Don't know	205 8%	33 6%	36 5%	135 11%B	70 5%	34 11%g	33 8%	34 7%	31 7%	24 6%	48 9%	42 5%	70 9%l	27 7%	66 11%IK	16 5%	88 8%m	164 9%PQ	41 6%	8 4%
Mean	3.66	3.64	3.78	3.58	3.72A	3.54	3.55	3.63d	3.69CD	3.69CD	3.78CDEF	3.63	3.67	3.65	3.68	3.64	3.60	3.67pQ	3.62	3.55
Standard deviation	0.60	0.60	0.51	0.64	0.55	0.66	0.66	0.60	0.56	0.61	0.51	0.60	0.59	0.63	0.59	0.57	0.63	0.59	0.63	0.70
Standard error	0.01	0.02	0.02	0.02	0.01	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.03	0.02	0.01	0.02	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 35

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Wash hands with soap and water after coming into contact with any bodily fluids. Wash well for 15 to 20 seconds

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Realistic	2245 88%	198 88%b	102 80%	1946 88%B	104 93%BEfgj	243 83%	195 86%	197 86%	177 93%BEfgj	221 90%BE	284 87%	320 89%BE	204 90%BE
Very realistic	(4) 1680 66%	156 69%	77 60%	1448 66%	83 74%BEfJK	182 62%	142 63%	150 65%	129 68%	172 70%bej	203 62%	232 65%	155 68%
Fairly realistic	(3) 565 22%	42 19%	25 20%	498 23%	21 19%	61 21%	53 23%	48 21%	48 25%	49 20%	81 25%	88 24%	49 22%
Fairly unrealistic	(2) 88 3%	10 5%D	5 4%d	74 3%	- -	9 3%d	9 4%d	11 5%D	4 2%	7 3%	15 5%D	11 3%	7 3%d
Very unrealistic	(1) 23 1%	1 1%	1 1%	21 1%	- -	4 1%	2 1%	3 1%	- -	5 2%hj	1 *	3 1%	2 1%
NET: Unrealistic	112 4%	11 5%D	6 5%D	94 4%	- -	13 5%D	11 5%D	15 6%DH	4 2%	13 5%D	16 5%D	14 4%d	9 4%d
Don't know	205 8%	16 7%	20 15%CAdfGHijKL	170 8%	7 7%	37 13%agHIKL	20 9%	16 7%	10 5%	12 5%	28 9%	25 7%	13 6%
Mean	3.66	3.68	3.64	3.65	3.80bEFGiJK	3.64	3.63	3.62	3.69	3.66	3.62	3.65	3.68
Standard deviation	0.60	0.59	0.63	0.60	0.41	0.63	0.62	0.66	0.50	0.66	0.60	0.59	0.58
Standard error	0.01	0.04	0.06	0.01	0.04	0.04	0.04	0.05	0.04	0.04	0.03	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 36

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Avoid sharing your baby's dummies, your cutlery, drinks or food with anyone

Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant		
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Realistic	2154 84%	513 87%	647 89%	994 80%	1160 88%A	230 74%	338 80%	398 87%CD	381 86%CD	336 88%CD	469 87%CD	707 88%JL	617 82%	348 84%	482 81%	269 87%	875 83%	1522 84%	631 85%	208 88%
Very realistic	(4) 1596 62%	356 60%	538 74%	701 56%	895 68%A	164 53%	211 50%	272 59%D	286 64%CD	274 71%CDEF	389 72%CDEF	509 63%	465 62%	246 60%	376 63%	182 59%	610 58%	1146 63%	450 61%	145 61%
Fairly realistic	(3) 558 22%	157 27%	108 15%	293 23%b	265 20%	66 21%H	127 30%CFGH	126 27%fGH	96 21%gH	62 16%	80 15%	198 25%jL	152 20%	102 25%L	106 18%	87 28%	265 25%	376 21%	182 24%o	63 27%o
Fairly unrealistic	(2) 153 6%	37 6%	28 4%	88 7%B	65 5%	38 12%EFGH	46 11%EFGH	19 4%	26 6%GH	11 3%	14 3%	40 5%	50 7%	30 7%	33 6%	13 4%	77 7%am	100 5%	53 7%	17 7%
Very unrealistic	(1) 40 2%	6 1%	9 1%	25 2%	15 1%	8 2%	5 1%	6 1%	6 1%	9 2%	6 1%	11 1%	12 2%	7 2%	9 2%	6 2%	13 1%	30 2%	9 1%	3 1%
NET: Unrealistic	193 8%	43 7%	37 5%	113 9%B	80 6%	46 15%EFGH	51 12%EFGH	24 5%	32 7%H	20 5%	20 4%	50 6%	62 8%	37 9%i	43 7%	20 6%	91 9%	130 7%	62 8%	20 9%
Don't know	216 8%	35 6%	40 5%	141 11%B	75 6%	34 11%	34 8%	38 8%	32 7%	28 7%	50 9%	49 6%	71 9%l	28 7%	69 12%IK	22 7%	88 8%	167 9%PQ	49 7%	9 4%
Mean	3.58	3.55	3.72	3.51	3.65A	3.40	3.40	3.57CD	3.60CD	3.69CDEF	3.74CDEF	3.59	3.58	3.52	3.62k	3.54	3.52	3.60	3.55	3.53
Standard deviation	0.69	0.67	0.60	0.74	0.64	0.83	0.74	0.64	0.67	0.65	0.57	0.66	0.70	0.72	0.69	0.69	0.70	0.69	0.69	0.70
Standard error	0.01	0.02	0.03	0.02	0.02	0.05	0.03	0.03	0.04	0.04	0.03	0.02	0.03	0.04	0.03	0.04	0.02	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 36

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Avoid sharing your baby's dummies, your cutlery, drinks or food with anyone

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Realistic	2154 84%	192 85%J	101 79%	1861 84%	95 85%	234 80%	179 80%	194 85%j	171 90%BEFJ	216 88%BEFJ	256 78%	314 87%BEFJ	201 89%BEFJ
Very realistic	(4) 1596 62%	146 65%b	70 55%	1380 62%	70 62%	170 58%	134 60%	142 62%	133 70%BEFJ	162 66%be	194 59%	230 64%b	145 64%
Fairly realistic	(3) 558 22%	45 20%	31 24%	481 22%	26 23%	64 22%	45 20%	52 23%	39 20%	53 22%	63 19%	83 23%	57 25%
Fairly unrealistic	(2) 153 6%	14 6%	6 5%	133 6%	9 8%	14 5%	16 7%	12 5%	8 4%	12 5%	34 10%EGHIKL	17 5%	10 5%
Very unrealistic	(1) 40 2%	5 2%	2 1%	33 2%	- -	5 2%	6 3%L	6 3%l	1 *	5 2%	5 2%	4 1%	1 *
NET: Unrealistic	193 8%	19 8%	8 6%	166 8%	9 8%	19 6%	23 10%hkl	18 8%	9 5%	17 7%	39 12%EHIKL	21 6%	11 5%
Don't know	216 8%	14 6%	18 14%CAAdgHIKL	183 8%	7 7%	40 14%AdGHIKL	23 10%hi	17 7%	10 5%	14 5%	33 10%hi	25 7%	14 6%
Mean	3.58	3.59	3.55	3.58	3.58	3.57	3.52	3.56	3.68FJ	3.60	3.50	3.61j	3.63j
Standard deviation	0.69	0.71	0.68	0.69	0.65	0.69	0.78	0.73	0.59	0.69	0.77	0.64	0.59
Standard error	0.01	0.05	0.06	0.02	0.07	0.04	0.05	0.05	0.04	0.05	0.04	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 37

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Avoid kissing young children under the age of 6 on the mouth or cheek; instead, kiss them on the head or give them a big hug

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Realistic	1747 68%	376 64%	545 75%	826 66%	921 70% ^a	189 61%	261 62%	289 63%	305 68% ^{cd}	288 75% ^{CDEF}	415 77% ^{CDEF}	562 70% ^L	509 68% ^l	303 73% ^{jl}	372 63%	201 65%	698 66%	1209 66%	538 73% ^O	170 72%
Very realistic	(4) 1076 42%	208 35%	386 53%	482 39%	594 45% ^A	96 31%	141 33%	152 33%	194 44% ^{CDE}	183 48% ^{CDE}	309 57% ^{CDEFG43%}	348 43%	295 39%	191 46% ^J	242 41%	113 37%	377 36%	749 41%	327 44%	103 43%
Fairly realistic	(3) 671 26%	168 28%	159 22%	344 28%	327 25%	93 30% ^H	120 28% ^H	137 30% ^H	111 25% ^h	105 27% ^H	106 20%	215 27% ^l	214 29% ^L	112 27% ^l	130 22%	88 28%	321 30%	460 25%	211 28%	67 28%
Fairly unrealistic	(2) 393 15%	120 20%	86 12%	186 15%	207 16%	61 20% ^{GH}	89 21% ^{FGH}	86 19% ^{GH}	67 15% ^{gH}	42 11%	48 9%	125 15% ^k	111 15%	48 12%	110 18% ^K	56 18%	173 16%	284 16%	109 15%	36 15%
Very unrealistic	(1) 183 7%	56 9%	39 5%	88 7%	95 7%	27 9% ^H	39 9% ^H	42 9% ^H	35 8% ^H	24 6% ^H	17 3%	66 8%	51 7%	29 7%	37 6%	26 8%	84 8%	143 8% ^p	40 5%	21 9%
NET: Unrealistic	576 22%	176 30%	125 17%	274 22%	302 23%	88 28% ^{GH}	128 30% ^{FGH}	128 28% ^{GH}	102 23% ^{gH}	65 17% ^H	65 12%	191 24% ^k	162 22%	76 18%	147 25% ^K	82 26%	257 24%	427 23% ^p	150 20%	57 24%
Don't know	238 9%	39 7%	52 7%	147 12% ^B	92 7%	33 11%	34 8%	43 9%	39 9%	30 8%	59 11%	53 7%	77 10% ^l	34 8%	75 13% ^{lK}	27 9%	99 9%	184 10% ^{PQ}	54 7%	11 5%
Mean	3.14	2.96	3.33	3.11	3.16	2.93	2.93	2.96	3.14 ^{CDE}	3.27 ^{CDE}	3.47 ^{CDEF}	3.12	3.12	3.23 ^l	3.11	3.02	3.04	3.11	3.20 ^o	3.11
Standard deviation	0.96	1.00	0.91	0.96	0.97	0.98	1.00	0.99	0.98	0.91	0.81	0.98	0.95	0.94	0.98	0.98	0.96	0.98	0.91	0.98
Standard error	0.02	0.03	0.04	0.03	0.03	0.06	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03	0.02	0.03	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

Perceptions of CMV Survey - Nationally Representative of GB Adults
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Absolutes/col percents

Table 37

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Avoid kissing young children under the age of 6 on the mouth or cheek; instead, kiss them on the head or give them a big hug

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Realistic	1747 68%	157 70%ef	79 62%	1511 68%	85 76%BEF	183 62%	138 61%	157 69%	142 74%BEF	168 68%	226 69%f	255 71%bEF	158 70%f
Very realistic	(4) 1076 42%	89 39%	50 39%	938 42%	46 41%	115 39%	93 41%	98 43%	95 50%AbEij	98 40%	135 41%	157 44%	101 44%
Fairly realistic	(3) 671 26%	69 31%eF	29 23%	573 26%	39 35%bEFh	68 23%	44 20%	59 26%	46 24%	70 28%F	92 28%F	98 27%F	57 25%
Fairly unrealistic	(2) 393 15%	35 15%	19 15%	339 15%	16 15%	48 16%	40 18%	35 15%	25 13%	37 15%	48 14%	54 15%	37 16%
Very unrealistic	(1) 183 7%	16 7%	9 7%	157 7%	3 3%	17 6%	23 10%De	18 8%	12 6%	23 9%d	24 7%	23 6%	14 6%
NET: Unrealistic	576 22%	51 23%	28 22%	497 22%	20 18%	65 22%	63 28%dhk	52 23%	37 19%	60 24%	71 22%	77 21%	51 23%
Don't know	238 9%	16 7%	21 16%CADGHijkl	202 9%	7 7%	45 15%ADGHijkl	24 11%	19 8%	12 6%	19 8%	31 9%	27 8%	17 8%
Mean	3.14	3.10	3.11	3.14	3.21	3.13	3.03	3.13	3.26Fi	3.07	3.13	3.17	3.17
Standard deviation	0.96	0.95	0.99	0.96	0.83	0.96	1.06	0.98	0.94	1.00	0.96	0.94	0.95
Standard error	0.02	0.06	0.09	0.02	0.08	0.06	0.07	0.07	0.07	0.07	0.06	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Perceptions of CMV Survey - Nationally Representative of GB Adults

ONLINE Fieldwork: 28th-30th March 2014

Absolutes/col percents

Table 38

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Wash any items that have been contaminated by bodily fluids with soap and water

Base: All respondents

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Realistic	2231 87%	527 89%	663 92%	1041 83%	1190 91%A	258 83%	354 84%	406 88% ^d	391 88%	344 90% ^{CD}	479 89% ^{cD}	723 90% ^{JL}	640 85%	366 89%	503 85%	275 89%	912 87%	1569 86%	663 89% ^o	209 88%
Very realistic	(4) 1613 63%	366 62%	542 75%	705 57%	908 69%A	179 58%	226 53%	268 58%	285 64%D	267 70% ^{CDE}	388 72% ^{CDEF}	513 64%	469 63%	262 63%	369 62%	193 62%	613 58%	1147 63%	467 63%	144 60%
Fairly realistic	(3) 618 24%	161 27%	121 17%	336 27%B	282 21%	79 26%H	128 30% ^{FGH}	137 30% ^{fGH}	106 24%H	77 20%	91 17%	210 26%	171 23%	104 25%	134 23%	82 26%	299 28%	422 23%	196 26%	65 27%
Fairly unrealistic	(2) 85 3%	25 4%	13 2%	47 4%	38 3%	15 5% ^{GH}	31 7% ^{EFGH}	13 3%H	15 3%H	6 2%	5 1%	32 4%	23 3%	12 3%	18 3%	10 3%	40 4%	59 3%	26 3%	18 7% ^O
Very unrealistic	(1) 27 1%	5 1%	6 1%	17 1%	11 1%	1 *	2 *	6 1%	5 1%	8 2%D	5 1%	7 1%	9 1%	5 1%	6 1%	3 1%	11 1%	20 1%	7 1%	3 1%
NET: Unrealistic	112 4%	29 5%	19 3%	64 5%	48 4%	16 5%H	32 8% ^{EfGH}	20 4%H	20 4%H	14 4%	11 2%	39 5%	32 4%	17 4%	24 4%	12 4%	51 5%	79 4%	33 4%	20 9% ^O
Don't know	218 9%	36 6%	40 6%	142 11%B	76 6%	36 12% ^g	37 9%	35 8%	35 8%	26 7%	49 9%	44 5%	77 10% ^l	30 7%	67 11% ^{lk}	23 7%	91 9%	172 9% ^{PQ}	47 6%	8 4%
Mean	3.63	3.60	3.76	3.57	3.69A	3.59	3.50	3.57	3.63D	3.68DE	3.76CDEF	3.61	3.64	3.63	3.64	3.62	3.57	3.64Q	3.61	3.52
Standard deviation	0.61	0.62	0.53	0.65	0.57	0.61	0.66	0.63	0.61	0.62	0.52	0.62	0.62	0.61	0.60	0.60	0.63	0.61	0.61	0.69
Standard error	0.01	0.02	0.02	0.02	0.01	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.03	0.02	0.02	0.02	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 38

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Wash any items that have been contaminated by bodily fluids with soap and water

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Realistic	2231 87%	199 88%B	101 79%	1932 87%B	101 91%Be	243 83%	195 86%b	201 88%B	179 94%aBEFgJL	221 90%BEj	275 84%	323 90%BEJ	195 86%
Very realistic	(4) 1613 63%	150 67%be	73 57%	1390 63%	75 67%	171 58%	140 62%	150 65%	130 68%bE	166 67%bE	199 60%	221 62%	138 61%
Fairly realistic	(3) 618 24%	48 21%	27 22%	542 25%	27 24%	72 25%	54 24%	51 22%	48 25%	55 22%	76 23%	102 28%a	57 25%
Fairly unrealistic	(2) 85 3%	8 4%H	4 3%h	74 3%	3 3%	11 4%H	8 3%H	8 3%H	1 *	6 2%h	17 5%Hk	9 3%h	11 5%H
Very unrealistic	(1) 27 1%	2 1%	2 2%h	23 1%	- -	1 *	3 1%	4 2%	- -	5 2%ehj	2 *	4 1%	4 2%
NET: Unrealistic	112 4%	10 4%H	6 5%H	96 4%	3 3%	12 4%H	11 5%H	12 5%H	1 *	11 5%H	19 6%H	13 4%H	15 7%H
Don't know	218 9%	16 7%	21 16%CADfGHIKL	181 8%	7 7%	38 13%agHIKl	20 9%	16 7%	11 6%	14 6%	35 11%ik	24 7%	16 7%
Mean	3.63	3.67	3.61	3.63	3.69	3.61	3.61	3.63	3.72befjKL	3.64	3.61	3.61	3.57
Standard deviation	0.61	0.60	0.67	0.61	0.52	0.60	0.64	0.64	0.45	0.65	0.63	0.60	0.68
Standard error	0.01	0.04	0.06	0.01	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.03	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Perceptions of CMV Survey - Nationally Representative of GB Adults

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Absolutes/col percents

Table 39

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Use condoms during sexual intercourse after conception

Base: All respondents

	Total	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant		
		Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
NET: Realistic	1856 72%	411 70%	540 75%	905 73%	951 72%	230 74% ^d	284 67%	323 70%	332 74% ^D	283 74% ^D	405 75% ^D	591 73%	531 71%	320 77% ^{JL}	414 70%	221 71%	751 71%	1299 71%	557 75% ^o	177 75%
Very realistic	(4) 1209 47%	258 44%	394 54%	557 45%	652 50% ^A	149 48% ^d	173 41%	191 42%	211 47% ^d	184 48% ^{De}	300 56% ^c	382 47% ^G	330 44%	222 54% ^{iJL}	275 46%	135 44%	458 43%	855 47%	354 48%	109 46%
Fairly realistic	(3) 647 25%	153 26%	146 20%	348 28% ^B	299 23%	81 26% ^h	111 26% ^H	131 29% ^H	120 27% ^H	98 26% ^H	104 19%	210 26%	201 27%	98 24%	138 23%	85 28%	293 28%	444 24%	203 27%	68 29%
Fairly unrealistic	(2) 308 12%	95 16%	86 12%	128 10%	181 14% ^A	27 9%	75 18% ^{CFGH}	67 15% ^{CH}	48 11%	41 11%	49 9%	109 13%	87 12%	47 11%	65 11%	43 14%	149 14%	203 11%	105 14% ^o	38 16% ^o
Very unrealistic	(1) 123 5%	34 6%	41 6%	48 4%	75 6% ^A	13 4%	18 4%	26 6%	22 5%	22 6%	23 4%	40 5%	36 5%	12 3%	34 6% ^k	17 6%	45 4%	97 5% ^p	25 3%	12 5%
NET: Unrealistic	431 17%	129 22%	126 17%	175 14%	255 19% ^A	40 13%	93 22% ^{CFgH}	93 20% ^{CH}	70 16%	63 16%	72 13%	149 18%	123 16%	60 14%	99 17%	60 19%	194 18%	301 17%	130 18%	50 21%
Don't know	275 11%	51 9%	57 8%	167 13% ^B	108 8%	40 13%	47 11%	45 10%	44 10%	38 10%	62 12%	66 8%	95 13% ^{IK}	34 8%	81 14% ^{IK}	30 10%	109 10%	220 12% ^{PQ}	55 7%	11 5%
Mean	3.29	3.18	3.34	3.31	3.27	3.35 ^{DE}	3.16	3.18	3.30 ^{de}	3.29 ^d	3.43 ^{DEFG}	3.26	3.26	3.39 ^{IJI}	3.28	3.21	3.23	3.29	3.29	3.21
Standard deviation	0.89	0.94	0.92	0.85	0.93	0.85	0.91	0.92	0.88	0.91	0.86	0.90	0.89	0.83	0.92	0.92	0.88	0.91	0.86	0.91
Standard error	0.02	0.03	0.04	0.03	0.02	0.05	0.04	0.04	0.05	0.05	0.04	0.03	0.03	0.04	0.04	0.05	0.03	0.02	0.03	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Absolutes/col percents

Table 39

Q.7 If you were to find out that you/ your partner were pregnant, how realistic or unrealistic it is that you would/ encourage her to take the following measures to prevent CMV infection during pregnancy?

Use condoms during sexual intercourse after conception

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
NET: Realistic	1856 72%	168 75%E	88 69%	1600 72%	85 76%e	190 65%	156 69%	167 73%e	154 81%BEFijL	180 73%e	238 73%e	269 75%E	159 70%
Very realistic	(4) 1209 47%	114 51%E	59 47%	1036 47%	53 48%	120 41%	100 44%	109 48%	104 55%EfJ	118 48%	145 44%	176 49%e	109 48%
Fairly realistic	(3) 647 25%	54 24%	29 23%	564 26%	32 28%	70 24%	56 25%	58 26%	50 26%	62 25%	94 29%	93 26%	49 22%
Fairly unrealistic	(2) 308 12%	29 13%H	11 8%	268 12%	11 10%	46 16%bHk	26 11%	29 13%h	12 6%	33 13%H	38 11%	39 11%	34 15%H
Very unrealistic	(1) 123 5%	9 4%	6 4%	108 5%	2 2%	10 3%	17 7%dek	13 6%	11 6%	13 5%	16 5%	13 4%	14 6%
NET: Unrealistic	431 17%	38 17%	17 13%	377 17%	13 12%	56 19%h	42 19%	42 18%	24 12%	45 18%	54 16%	52 15%	48 21%bdHk
Don't know	275 11%	19 9%	23 18%CAGHIJKL	233 11%	14 12%	46 16%AGHIKL	26 12%	19 8%	13 7%	21 8%	36 11%	38 11%	20 9%
Mean	3.29	3.33	3.36	3.28	3.39	3.22	3.21	3.26	3.39ef	3.27	3.25	3.35	3.23
Standard deviation	0.89	0.87	0.88	0.90	0.77	0.89	0.96	0.92	0.87	0.91	0.89	0.85	0.95
Standard error	0.02	0.06	0.08	0.02	0.08	0.06	0.07	0.06	0.07	0.06	0.05	0.04	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Perceptions of CMV Survey - Nationally Representative of GB Adults

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Absolutes/col percents

Table 40

Q.8 From the list below, please select whose advice you would value when making a decision/ discussing with your partner about whether or not to take preventative measures to protect you from/ against CMV infection if you became pregnant/ during pregnancy.

Base: All respondents

	Gender		Age								Social Grade				Employment Sector		Awareness of CMV In Women While Pregnant			
	Total	Women 18-44	Women 45+	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	Never heard of it (o)	At least heard of it (p)	Heard of it and know what it is (q)
Unweighted base	2562	1008	554	1000	1562	330	538	488	378	341	487	825	734	405	598	327	1070	1805	757	253
Weighted base	2562	592	723	1247	1315	310	424	460	446	384	539	806	749	413	594	310	1054	1820	742	238
Your doctor	2075	472	633	969	1106	242	316	353	367	332	464	665	602	331	477	246	839	1518	557	178
	81%	80%	88%	78%	84%A	78%	75%	77%	82%DE	86%CDE	86%CDE	82%	80%	80%	80%	79%	80%	83%PQ	75%	75%
A midwife	1719	442	543	733	986	192	262	320	321	260	364	543	510	257	409	216	653	1259	460	145
	67%	75%	75%	59%	75%A	62%	62%	70%CD	72%CD	68%d	68%d	67%k	68%k	62%	69%K	69%N	62%	69%PQ	62%	61%
Written hand-outs provided by the NHS	1361	334	428	599	762	159	204	230	233	212	323	463	407	202	288	168	528	1000	360	120
	53%	56%	59%	48%	58%A	51%	48%	50%	52%	55%d	60%CDEF	57%KL	54%l	49%	49%	54%	50%	55%P	49%	51%
Information on the internet e.g. parent forums	914	248	286	381	534	106	142	175	152	145	196	308	259	144	203	111	386	651	263	83
	36%	42%	39%	31%	41%A	34%	33%	38%	34%	38%	36%	38%	35%	35%	34%	36%	37%	36%	35%	35%
Baby/ pregnancy books or magazines	761	242	261	258	504	88	134	135	127	108	169	255	216	113	177	91	312	543	218	70
	30%	41%	36%	21%	38%A	28%	32%	29%	28%	28%	31%	32%	29%	27%	30%	29%	30%	30%	29%	29%
Your partner	531	144	80	307	224	99	94	109	79	55	96	177	159	82	112	66	221	379	151	57
	21%	24%	11%	25%B	17%	32%DEFGH	22%G	24%FGH	18%	14%	18%	22%	21%	20%	19%	21%	21%	21%	20%	24%
Friends and family	474	183	100	192	283	99	120	86	51	48	70	145	153	78	98	54	221	331	144	40
	19%	31%	14%	15%	22%A	32%EFGH	28%EFGH	19%FGH	11%	13%	13%	18%	20%l	19%	17%	18%	21%	18%	19%	17%
Other	52	4	12	36	16	9	4	6	8	1	25	12	19	6	15	2	13	41	12	6
	2%	1%	2%	3%B	1%	3%G	1%	1%	2%g	*	5%DEFG	1%	3%	1%	2%	1%	1%	2%	2%	2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - o/q

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Table 40

Q.8 From the list below, please select whose advice you would value when making a decision/ discussing with your partner about whether or not to take preventative measures to protect you from/ against CMV infection if you became pregnant/ during pregnancy.

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2562	240	131	2191	102	276	221	232	187	237	328	400	208
Weighted base	2562	225	128	2210	112*	293	225	229	191	246	329	359	226
Your doctor	2075 81%	181 81%	93 73%	1801 81%B	92 82%	232 79%	184 82%b	187 82%b	159 84%B	195 79%	264 80%	299 83%B	189 84%B
A midwife	1719 67%	169 75%CBefGJK	78 61%	1472 67%	77 69%	186 63%	152 68%j	141 62%	149 78%BEFGJKI	176 71%beGJ	196 60%	237 66%	157 69%J
Written hand-outs provided by the NHS	1361 53%	123 55%B	54 43%	1183 54%B	60 54%	146 50%	120 53%b	112 49%	107 56%B	141 57%B	179 54%B	188 52%b	131 58%Bg
Information on the internet e.g. parent forums	914 36%	86 38%	45 35%	783 35%	41 37%	110 38%	72 32%	85 37%	64 33%	82 33%	123 37%	134 37%	73 32%
Baby/ pregnancy books or magazines	761 30%	67 30%	28 22%	667 30%b	42 37%BKI	89 31%b	75 33%Bk	74 32%B	66 35%BkI	70 29%	97 30%	94 26%	58 26%
Your partner	531 21%	49 22%	27 21%	455 21%	29 26%fh	59 20%	36 16%	52 23%f	30 16%	56 23%f	71 22%	73 20%	50 22%
Friends and family	474 19%	45 20%E	24 19%	405 18%	20 18%	39 13%	32 14%	61 27%EFHKL	29 15%	53 22%Ef	72 22%EF	61 17%	39 17%
Other	52 2%	1 *	7 6%CAdeFJKL	44 2%	1 1%	6 2%	3 1%	10 4%AJK	6 3%aj	8 3%AJ	2 1%	5 1%	3 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**